

# Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, FEBRUARY 12, 1950

## MAGAZINE Section



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Member  
**PACIFIC SUNDAY  
MAGAZINES**  
FRED TAYLOR KRAFT,  
Magazine Editor

## VALENTINE QUEEN

—Photo by H. S. Melvin.  
A petite and charming queen is Miss Frances Campbell of City College, campus Valentine sovereign. (See Page 2.)





Queen Frances Campbell spends much of her time studying in college library.



Frances likes to play golf, swim and ski, but her favorite hobby is cooking.

## Valentine Queen of LONG BEACH CITY COLLEGE

By Mary Lou Zehms

IT TAKES a heap of femininity to be chosen a queen, whether in a bathing contest, at a county fair or of a college. Frances Campbell is the ultra-feminine creature chosen queen of the Long Beach City College over more than 1500 other girls on the Lakewood campus.

The various men's organizations at the college nominated candidates for the queen title, with the final decision being made by the student body cabinet. Frances won the honor and was crowned at the annual formal Sweetheart dance, Feb. 2, at Hermosa Beach Biltmore, before members of the entire student body.

This young student, in her second year at City College, is petite and charming. She stands 5 feet, 3 inches, weighs 112 pounds, has raven hair, sparkling brown eyes and enviable dimples! As a complement to her dark beauty, she wears vivid greens and royal

blues in skirts and sweaters on the campus, with glistening satins for evening. Her favorite flower is the red rose, another complement to her olive coloring.

Frances lives at home with her mother, Mrs. Matilda Campbell, at 1061 Cerritos Ave.; a sister, Barbara, and a brother, Charles. Her father, Charles Campbell, lives in Lebanon, Calif.

Last year, Frances attended City College during the day, then traveled to Los Angeles each evening to take a course as an X-ray technician. She looks back on the year now, remarking, "No wonder I was tired all the time." But this last summer she just loafed, swimming in the ocean and soaking up the sun at the beach.

As an amateur golf enthusiast, Frances plays to a handicap of 14. When the weatherman accommodates with snow, she skis at Big Bear and Snow

Valley. But her favorite hobby is cooking—big, juicy steaks. With them she prepares French fries and chef's salad. As to baking, her only success is with cookies.

What does she think of the short, boyish haircuts? She replied, "I tried it on myself several months ago, but prefer my hair long, so it is now in the process of growing out." What are her future plans? "To be an X-ray technician," she says, "has been my ambition since I was a student at Polytechnic High School. If I don't fall in love and get married, maybe I can pursue that career for a while."

Whatever she does, her friends and fellow students know that she will always be a queen, not just a Cinderella queen for a night. Her ambition and foresight in preparing herself for a career, combined with personality and beauty, will carry her on the road to a happy life.



This is Frances' second year as a student at City College. She expects to be an X-ray technician.

## G.C.A. -- Boon to Fliers

By Don Brackenbury

THROUGH fog-shrouded skies, an aircraft gropes its way, with only enough gasoline left for 20 minutes of flying. Soon the pilot must land, but between him and the ground lies a thick blanket of blinding fog. Even if he knew the exact location of the airfield, he couldn't find the runway in the mist.

The pilot is in no danger, however. Somewhere beneath him lies Los Alamitos Naval Air Station. From that station, invisible beams of radar

pierce the fog and will lead him down to the runway as surely as though he were flying in perfect weather.

The radar beams are the heart of a system known as ground controlled approach, abbreviated to GCA. There are about 30 such systems throughout the United States. Los Alamitos Naval Air Station and El Toro Marine Station are the only airports in this immediate area which have them at present.

Cost of equipment and maintenance, the latter caused by

the large crew necessary to operate 24 hours a day, has been the principal reason why the system is not in more widespread use.

The GCA unit consists of a prime mover and two trailers. The prime mover hauls the trailers and also carries two 50-kilowatt Diesel-powered generators to provide emergency power. One of the trailers is a repair shop and parts stockroom.

The GCA unit itself is in the second trailer. Briefly, it consists of three radar units and a multiband radio transmitting and receiving unit which can contact aircraft on all normally used frequencies. It is operated by five trained men.

THE system is actually divided into two phases as far as operation is concerned. One phase picks up the aircraft anywhere within a radius of 30 miles and guides it to a spot seven miles northeast and in line with the spot on the runway where the plane eventually will touch down.

The second phase picks up the aircraft at this point and, by extremely critical guidance, leads the pilot right down to the ground.

Mounted atop the trailer is a rotating, directional antenna which sweeps the skies with a radar beam of 30 miles maximum range. As the plane draws closer, the range can be cut to 20 miles, 10 miles and finally seven miles to permit more critical guidance.

When the rotating radar beam strikes an aircraft, it is reflected to the GCA station and is recorded there as a spot of light on a radar screen. Its position on the screen tells the operator the aircraft's position in the sky. The operator gives the pilot instructions which will bring him to the desired point northeast of the runway at 1500 feet altitude.

From here the final approach controller takes over. Three men actually co-ordinate their work to accomplish this critical phase of the landing. Two factors, naturally, must be considered: the plane's altitude and its horizontal position relative to the runway. To do this, two separate radar beams are sent out.

INFORMATION thus obtained is transmitted to two indicators before the final approach controller, enabling him to "talk the plane down" by keeping the pilot informed of the course and altitude path to follow to strike "touch-down" or the safe point of contact with the runway 800 feet from the approach end.

So accurate is the GCA system, according to Lt. (j.g.) Frank R. Burgess, approach controller, that a landing aircraft can be set down on the runway in the same spot, time after time.

Although the GCA system can land planes in weather where both ceiling and visibility are zero, Lt. Burgess said that this is done only in emergencies. For practice runs and normal use, the station requires a 100-foot ceiling and half-mile visibility before it will handle aircraft on GCA.

Because the station is interested in maintaining the efficiency of its GCA personnel and in acquainting as many pilots as possible with the procedure, Lt. Burgess said, air carriers, Air Force and private pilots are invited to make practice runs. Further information is available at the station.



With Lt. (j.g.) F. R. Burgess supervising, technicians guide aircraft in. They are (back to front) Chief J. F. X. O'Connor, S. W. Springer, M. L. Hardin Jr., F. B. Sperry.

## Cloud Pictures

By Eleanor Avery Price

CLOUD patterns make ever-changing, beautiful pictures. One of the finest, most inspiring hobbies imaginable is to watch these sky panoramas, particularly in the early morning and at sunset. Perhaps you might "catch" them framed in one or more of your large windows.

Did you know that cloud pictures have names, that big, fluffy masses are known by something different than dark, heavy billows or tumbling, feathery fleeces? These names are in Latin, and if you study them, you can recognize one from the other as they ceaselessly change before your eyes.

Cumulus is the name for the snowy, shadow-casting heaps that sail gaily by, usually during warm weather. If they accumulate, there may be rain.

Cumulus pileus are the gorgeous, solid, heaped-up pillars that you see usually near the horizon. They may or not bring rain, but they are exceptionally beautiful. An idea of their beauty may be obtained from the accompanying picture.

If the clouds are white or gray chunks, individual or in masses, they are alto cumulus clouds. Not as sharply defined as cumulus formations, they often resemble a loosely-set jigsaw puzzle.

Strato cumulus clouds are layered masses usually seen gorgeously colored at dawn or at sunset.

The more foggy, undefined layers near the horizon are stratus clouds.

Tiny clouds mackereling the summer sky are known as cirro cumulus and greatly resemble the alto cumulus.

A NIMBUS cloud is the dark, forboding rain-bearer. It is shapeless, gloomy, and often mistaken for alto stratus, which is a rainless gray or blueish mass that sometimes blankets the sky.

If the sky wears a thin, whitish sheet, it is the cirro stratus cloud.

Sometimes ringlets of ice crystals form high above the earth's surface. They appear as thin, curly clouds and are called cirrus, which means curly.

All clouds are really globs of moisture or heavy mist drawn up from the earth's surface. When the vapor rises and cools it changes into one or more fascinating cloud pictures.



Cumulus pileus clouds are the solid, heaped-up masses or pillars usually seen near the horizon.

## Hearts and Flowers

By Maymie R. Krythe

SOME WEEKS before St. Valentine's Day, shop windows were filled with valentines to attract the youngsters. Adults, too, were tempted by displays of artistic cards and gifts. The newspapers reminded people to send messages to sweethearts and friends. Although St. Valentine's Day has lost much of its romance, many adults and children still enjoy celebrating it with cards, gifts and parties.

There are conflicting legends about the origin of this holiday and no one seems to know exactly the reason for its observance. Some authorities believe it goes back to the Roman festival, the Lupercalia, celebrated on Feb. 15 and honoring Luperus, the god of shepherds and fruitfulness. The custom was to write girls' names on slips and place them in a box. The young men who drew the names became the girls' partners for the festivities; and marriages often resulted from these chance meetings.

When Christianity triumphed over older religious beliefs, church leaders soon realized that they couldn't do away entirely with the pagan celebrations that their followers had enjoyed so much. Therefore, they established new, Christian festivals, replacing the Lupercalia by St. Valentine's Day. This was done by Pope Gelasius in 496 A. D. to honor a bishop, who after being beaten, was beheaded on Palestine Hill on Feb. 14, 269 A. D. His death took place during the religious persecutions under the rule of Emperor Claudius II. Gradually this new Christian holiday came to be observed by sending messages of affection.

There are various stories connected with St. Valentine; some historians declare that there were actually seven or eight men of the same name who lived in different places, including Africa, Spain, Belgium, and France.

According to one authority (Brand, in his "Popular Antiquities") Valentine Day has been celebrated in England since 1446, and to a lesser degree on the continent. The young people in Great Britain carried out the old Roman custom of meeting to draw names from an urn. The couples then exchanged gifts and became each other's valentines for the ensuing year. Later, it was customary just for the men to give the presents, which they often placed secretly on the favored girls' doorsteps.

AT FIRST the English valentines were quite simple; by the 1830s and 1840s the art of making delicate, artistic ones by expert workers reached its height. One of the manufacturers, named Dobbs, used especially good taste in his creations. They were made of fine paper, and decorated with pieces of satin, ribbon, or lace. Such missives often were adorned by pictures of turtle doves, lovers' knots, bows and arrows, Cupids, and bleeding hearts.

One writer says that in modern England the custom of sending valentines had practically died out there, until the American GIs who were stationed there during the war revived the custom.

In the United States, credit for making the first American valentines goes to Miss Esther Howland, who was a student at Mount Holyoke about a century ago. Her father, a stationer, in Worcester, Mass., like other merchants, used to import valentines from England.



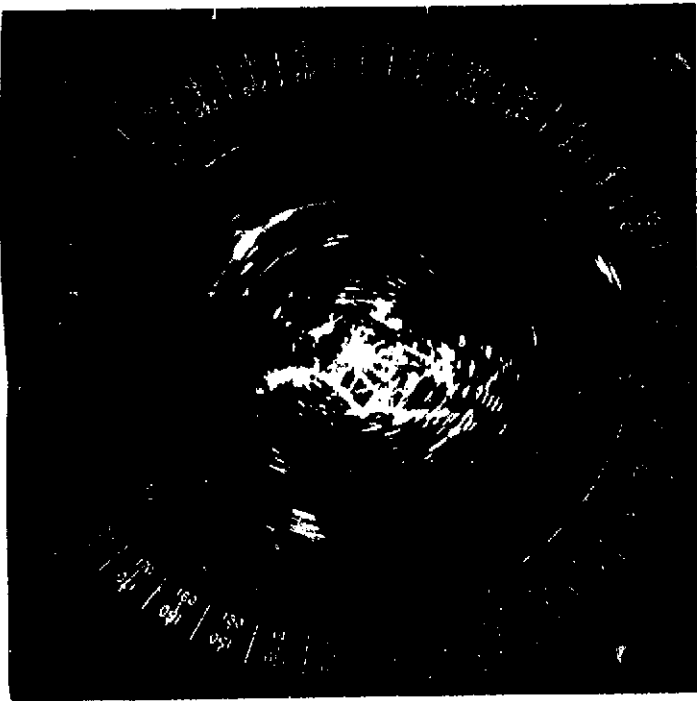
No doubt about the boy friend's romantic intentions if he sends her a de luxe Valentine like one of these.

country's first "career" women. About 1830 she began to purchase lace paper and other supplies from England; gradually she employed several assistants who helped to make her "Worcester" valentines famous. These were marketed by her brothers; sales rose so rapidly that they finally amounted to \$100,000 a year.

Valentines reached the height of their popularity in this country about the time of the Civil War. One eastern magazine stated that St. Valentine's Day ranked next in popularity to Christmas. Many of these early missives have been preserved, for various people collect them as a hobby. Even though some of these valentines have been faded by time, we are charmed by their delicate colors, unique designs, and tender sentiments.

In later decades, valentines became less artistic and were often over-ornamented (especially about the period of the "Gay 90s") with garish decorations of spun glass, bits of cloth, mother-of-pearl, imitation jewels, or silk fringe. So the finer, handmade valentines

(Continued on Page 4).



Los Alamitos 30-mile scope shows (center) GCA runway and other field installations (upper left), Signal Hill and (lower left) Huntington Beach wells. Zero is north.

### GREEN HILLS MEMORIAL PARK



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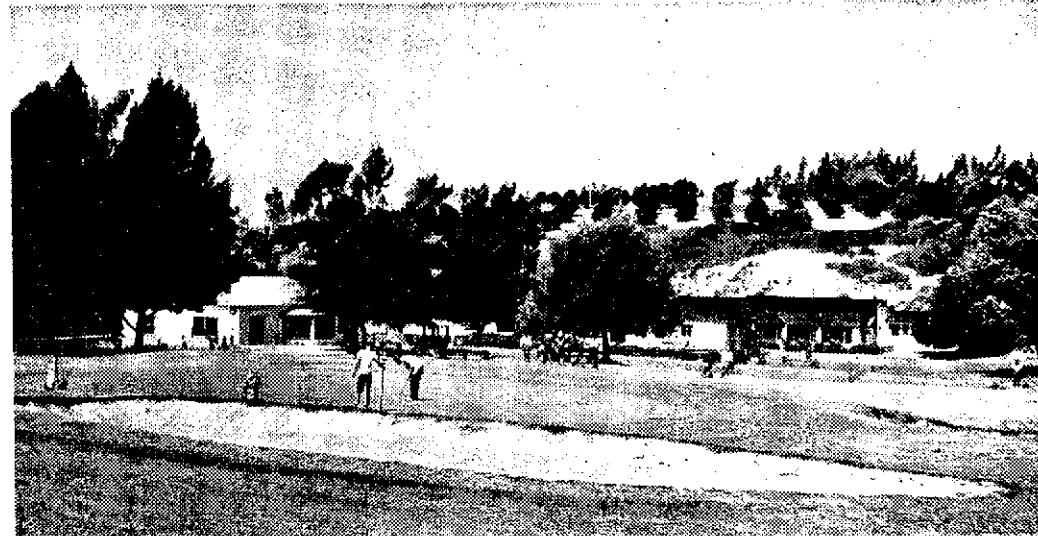
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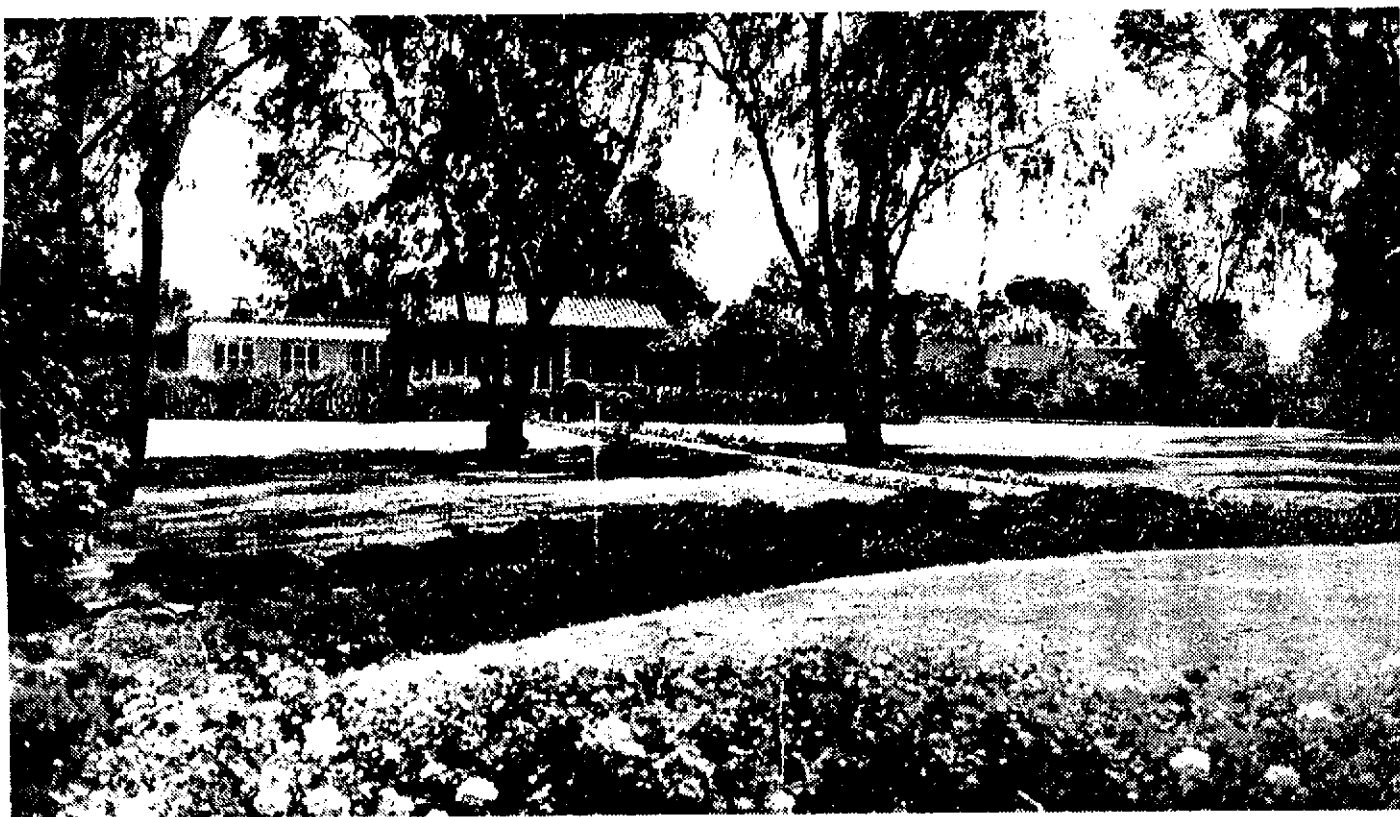
# Rancho Santa Fe



Steeped in the traditions of a 113-year existence, Rancho Santa Fe is a community of pleasant living, near Del Mar and 25 miles from San Diego. Juan Maria Osuna founded the rancho and Rancho Santa Fe Land Co. is developer.



Rancho Santa Fe has year-around recreational appeal. Top photo: Golfing in the winter sun. Lower photo: Winter equestrian outing.



Zestful days of carefree relaxation are possible at Rancho Santa Fe Inn which is a central part of the quiet town. The main building of the inn is pictured. Architecture is in California motif.



—Photos courtesy Rancho Santa Fe Inn

The swimming pool at the inn is popular in winter as in summer because it is heated for use all year. Many fine homesites with beautiful homes are also a Rancho Santa Fe attraction.

## NAVEL *Orange* HARVEST



Closely woven into the romance of California is the history of the growing of navel oranges and the untold riches the golden fruit has brought to this section.



—Photos courtesy All-year Club of Southern California

Wonder of the easterner is the beauty of a Southland orange grove (see photo at extreme left), orange harvest, now under way (center), and vista of groves (above).



# Blouses

## Have New Importance



With the first robin of spring will come occasion to wear this batiste and eyelet blouse by Lee-Mar. Neat little collar tops chevron effect of set-in eyelet.



Fine stitched all-over eyelet batiste, with ruffled eyelet edging at neckline and cuffs, is used in this Lee-Mar blouse that's versatile enough for many events.



A blouse to dream about is designed by Tailor Maid Blouses. It's of white 15-denier nylon, with an intriguing V-stitched yoke above permanent-pleat front.

# Style Magic

By Marge Carne

THE MAGIC of spring-time is woven by California fashion designers into the loveliest collections they have shown for many a season. This seems to be the year for clothes from California—first to suggest the casual look, to interpret it in colorful, wearable clothes that stand for all that's best in the world of fashion design. The peak of creative talent has been achieved by these designers who believe in functional simplicity, but combine it with such use of color as only can be handled by those who live in and surround themselves with the unexpectedly flamboyant range of nature's own spectrum.

Foremost in surprises are the fabrics. A wealth of inspiration lies within the current fabric field, for the return to "pure" materials is definite—yet the strength of nylon, in many new weaves and weights, gains by leaps and bounds. Pure silks, 100 per cent wools, imported and domestic linen and cottons—in the most exciting new types such as cotton taffeta, moire, voile, dotted swiss, organdy and pique—all the natural fabrics are enhanced by new finishes, with the accent on texture rather than smoothness.

There is, in the silhouette, a strong tendency to slimmer lines, but because summer fabrics are always lightweight and soft, these very characteristics demand fullness in skirts—although suits and street wear in sheer wools and gabardines show the trend to reed-slim lines; and the same is noted for the linen casual suits and dresses. The fabrics with more body are used in styles that show clearly the swing to slenderness.

Blouses are no longer just an accessory . . . they secure added attention because of the current and continuing popularity of separates. Three fabrics lead all others, and give variety to a wardrobe—nylon (it dries in 30 minutes!), cotton batiste and pure silks, print or plain are the favorites. Separates mean capitalizing on easy and quick changes—not only a "must" for the business girl, but for all women with the varied interests today's full-to-the-brim living supplies.



Styled by Brownstein-Louis is this slick "Hendon" shirt—tops in tailored smoothness. It's in Stevens cotton gingham with convertible collar, long sleeves.



Frosty-white and fetching as whipped cream topping is "Carmen" square dance blouse (below) from Na Ma Blouse Manufacturers. It's made of white broadcloth.

## Unusual Lighting

(Continued From Page 2).

TAKING advantage of the exposed fireplace chimney in the living room to create an unusual lighting effect and to add life to the drabness of the chimney is a trick being learned by many Long Beach home owners.

At the ceiling line, place fluorescent tubing clear across the chimney and conceal the tubes with a valance board so that the soft, fluorescent glow is shed downward. If the bricks are red or brown, the light will take away their harshness, lighten up the wall and cast a pleasing pinkish light into the room.

The effect is especially attractive when the entire wall containing the fireplace is of brick. With this large expanse of brickwork, hang one or two growing plants in burnished copper pots against the wall. The fluorescent tubes above will be reflected from their metal containers to add interest to the room.

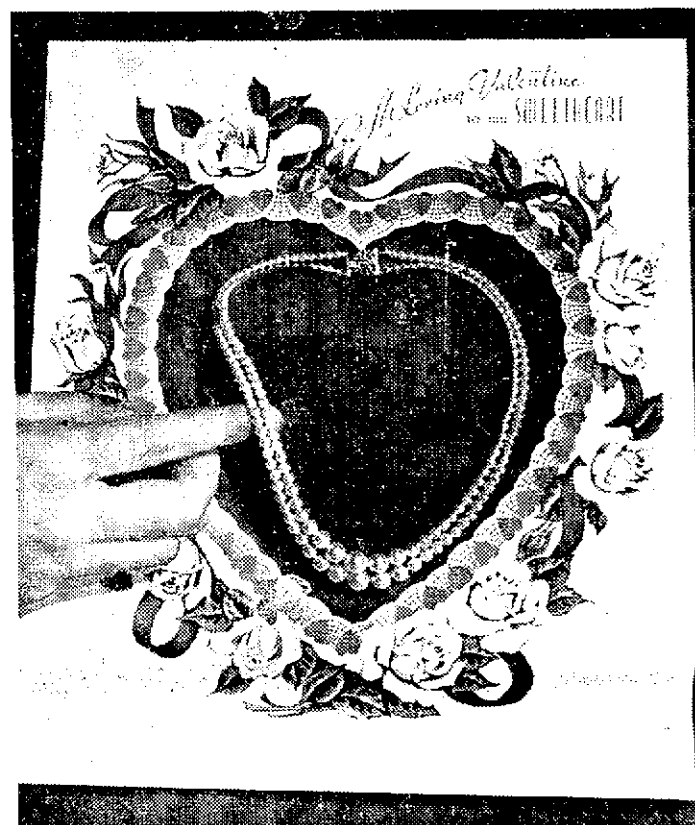
Painting the bricks white or a pastel color to match the room walls will give a pleasant brightness when the fluorescent light is turned on.

To put still further life and color in the room, install asphalt tile flooring in color and design which appeal to you and which harmonize with the over-all decorative plan. Black marbled asphalt tile, marked off into large squares or diagonals by narrow white bands, is a smart, modern treatment. An occasional light waxing with water emulsion wax will keep the floor shining under the fluorescent light on the chimney.

gave way to cheaper, unattractive ones.

Another deterioration in valentine customs came with the production and sending of the so-called "comic" valentines which made fun of the recipients and were entirely out of keeping with the true spirit of the observance. These have declined into a few "ribbing" type of cards.

Today's trend is to more sentimentality with sincerity and to send gifts with them, such as candy or perfume. One prolific writer of valentine verse said recently that people seem to want to be nice to each other and that this feeling is increasing.



One of 1950's most appealing Valentines presents this double strand of pearls circling a red-velvet heart.

## Coiffure Flattery

Here is coil drama for festive occasions, known as the new and distinctive "part-less" hairstyle. It's adaptable to the young miss or the older matron with equal effectiveness. These styles are simple yet sophisticated, according to the Hair Fashion Council, and are emphasized by nape-clinging ends and soft waves. It is welcome news, too, that these hairdos are a perfect base for the new hats, with not a hair out of place when hats are removed.



Sleek, yet soft, is this "Romance-Bound" coiffure of feather ringlets and beguiling forehead fringe.



A center ribbon of sleek hair is emphasized by the height of the waves winging back from the sides.



Front and side waves add a softening influence to the "Curves-Ahead" style. It has becoming dignity.



## Hair Styles for 50



If your hair looks exactly as it did two years ago, you can't possibly be in fashion.

SKILES emphasizes a light permanent with polish that gives body rather than curl.

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## A work of art..



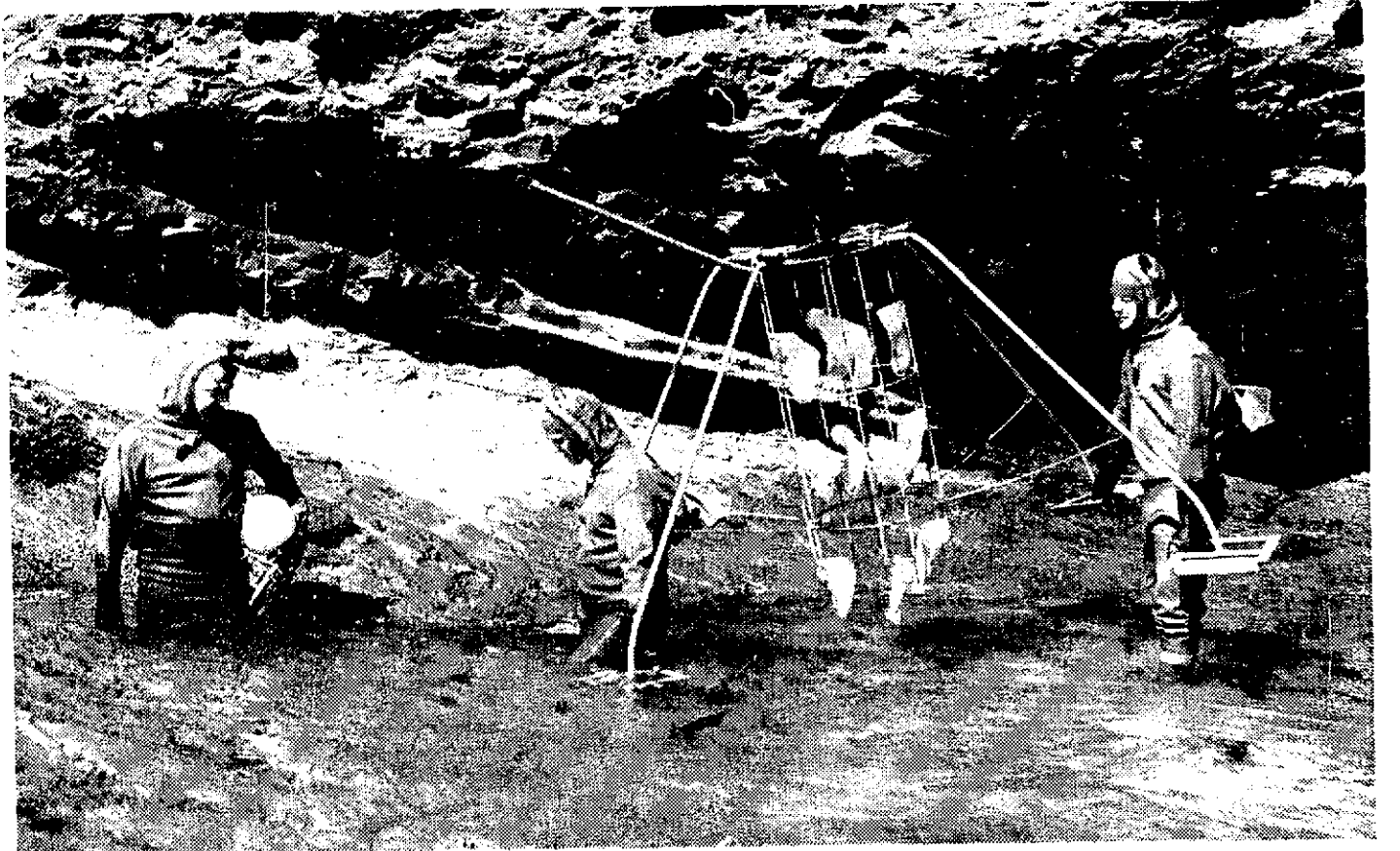
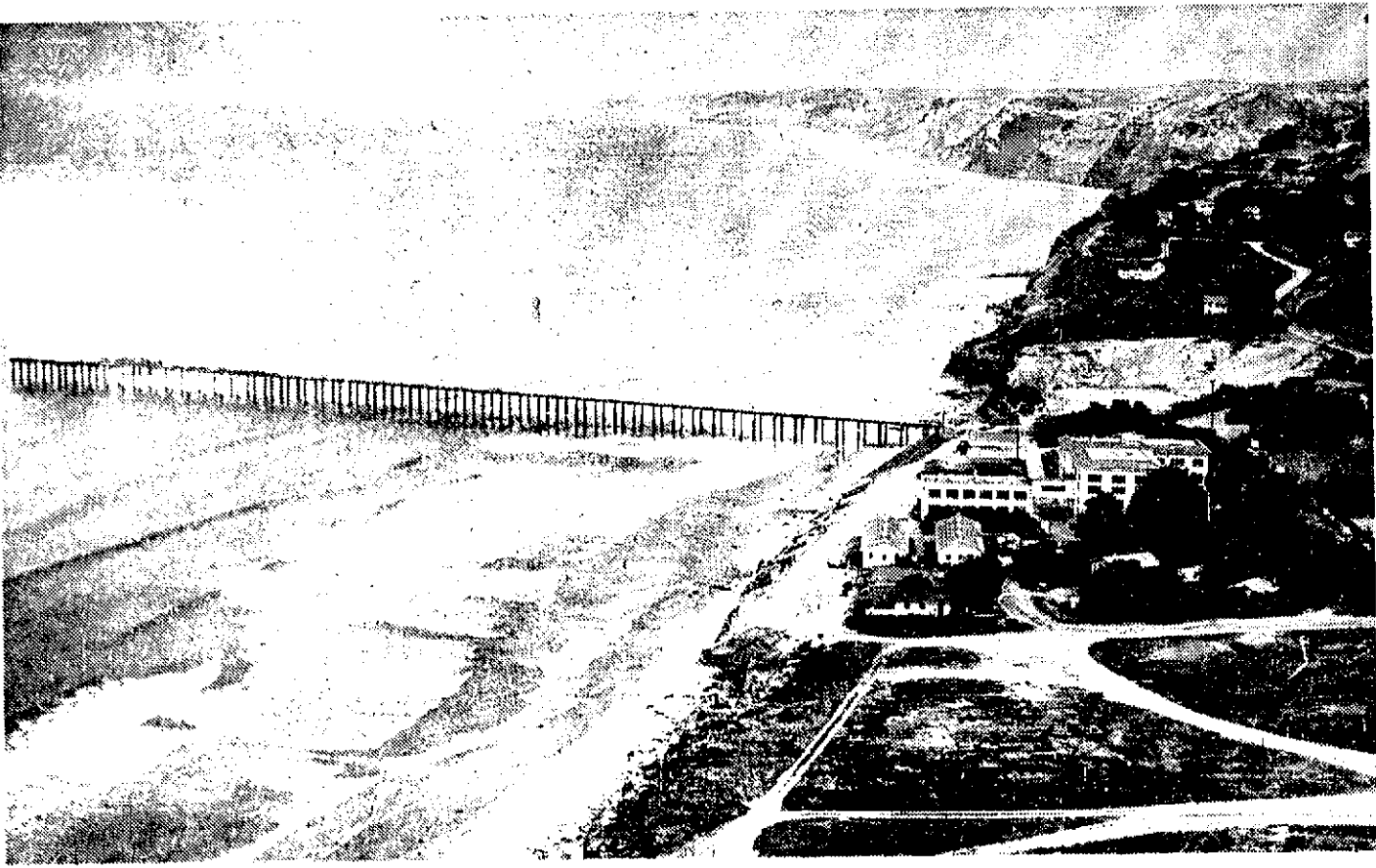
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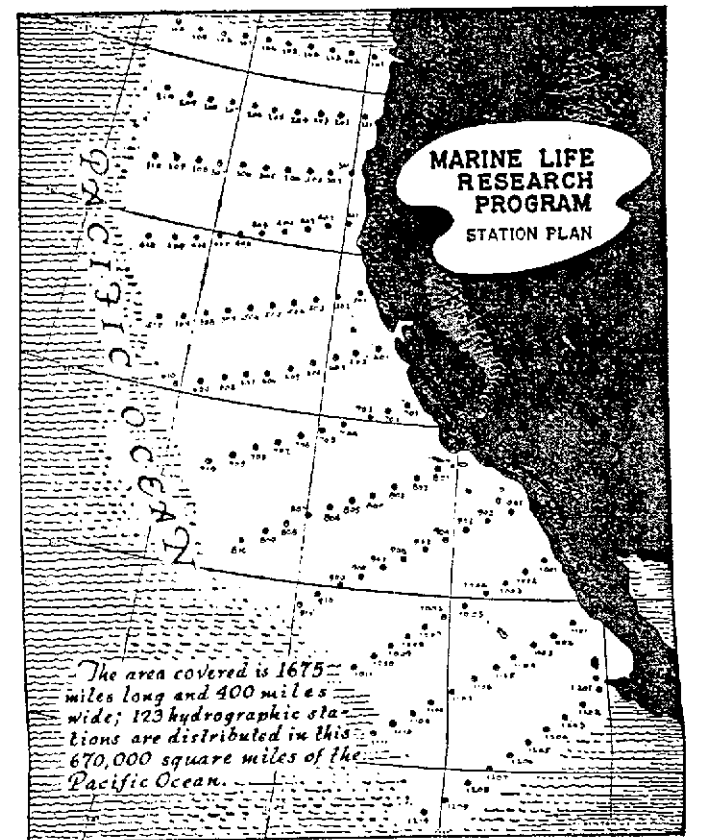
# Science Probes the Sea

Technicians, attired in weird-looking rubber suits for protection against cold winter weather of Pacific, use sediment trap and tide-measuring device for Scripps Institution of Oceanography.

Tucked away in the peaceful atmosphere of the hilly coastline near La Jolla is one of America's important laboratories of the sea, Scripps Institution of Oceanography. Situated on the rolling coastline, the site, a campus of the University of California, has unique opportunities for research on the waters and the life of the open sea. Mission of Scripps Institution is research and training of scientists for investigation of the sea in all its aspects. Marine life research is one of the current major projects. Beach erosion is another. American Petroleum Institute supports study of ocean bacteriology.



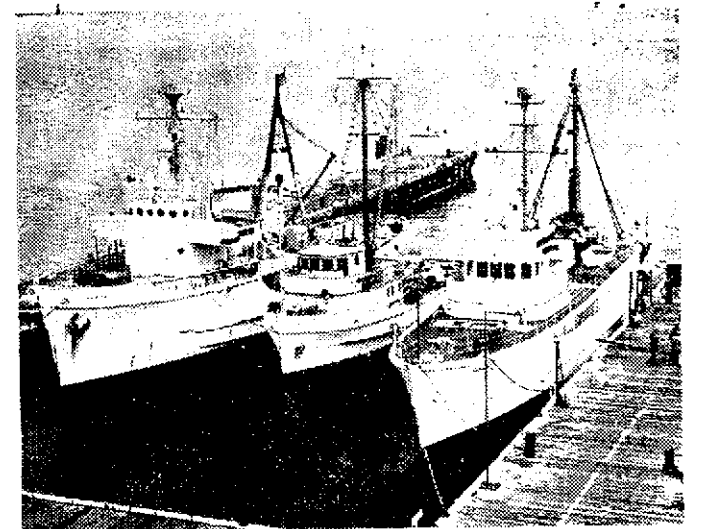
The artist above puts finishing touches on topographic chart of La Jolla and Scripps Submarine Canyons. Submarine geologists study ocean floor and how sea forces transport sediment.



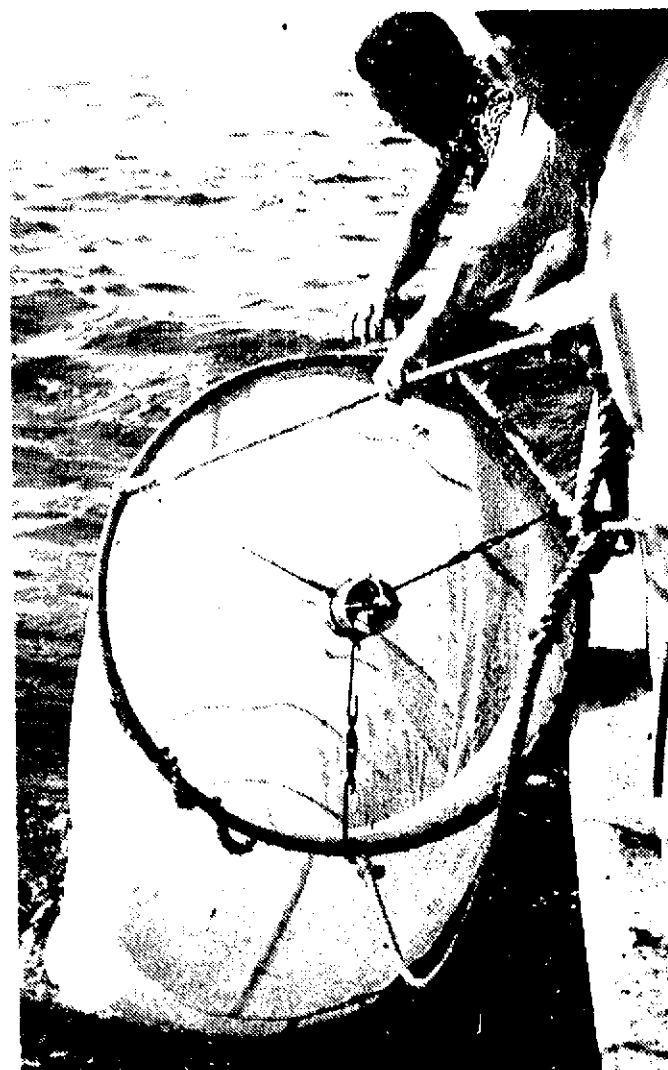
One of activities is spread over an area of 670,000 square miles, as chart shows.



Lowered at sea, reversing bottles, thermometers sample water, take readings.



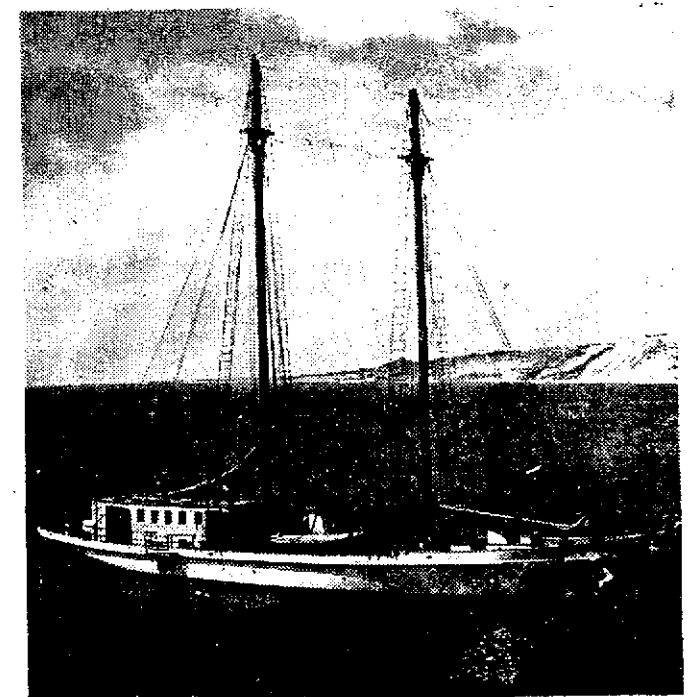
A number of vessels are used in research. Three are docked in San Diego Harbor.



Big silk net, towed for some time at sea, will be washed down and residue analyzed.



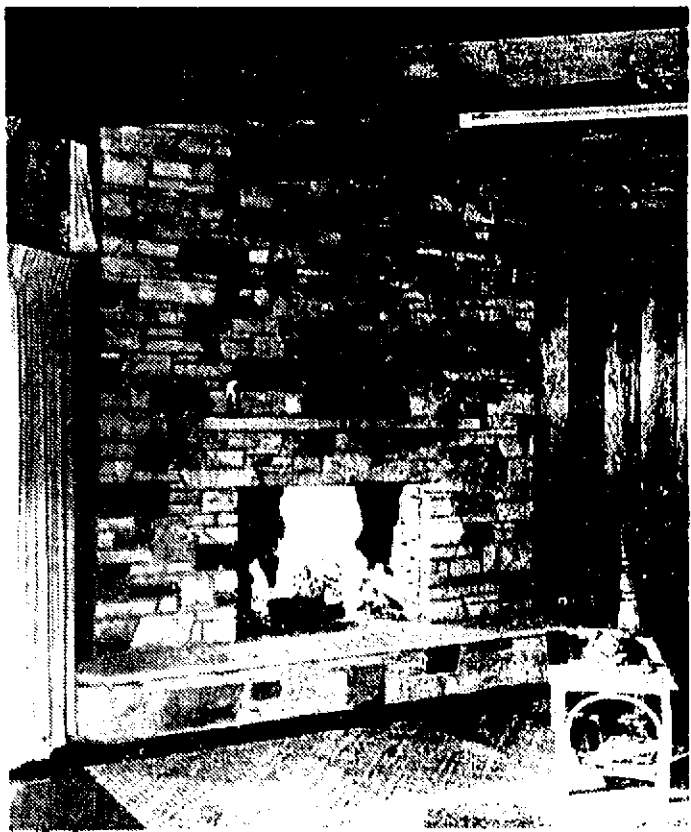
Here a group of staff members and students sort fish just taken in a beach haul in a 300-foot seine. (In populated areas eager young volunteers, such as are seen here, help pull in the net.)



Another of the vessels, the E. W. Scripps, is equipped for many types of research.



# Game and Party Room



Constructed at one corner of the playroom, this stone fireplace has raised hearth and narrow shelf mantel.

WHEN Paul and Jo Southgate, teen-age son and daughter of Dr. and Mrs. Paul T. Southgate, want to have a party their mother doesn't worry about doing a lot of extra cleaning because even guests enjoy helping to get the playroom of the Southgate home ready for festivities. This playroom was recently built on one side of the garage at 656 Havana Ave., and designed in a manner which makes it equally popular during winter and summer.

A large corner fireplace of flagstone is one of the hospitable features that is sure to please during the cold months. On warm days a wall of sliding glass opens one wall to invite cool breezes. The cement floor is easy to keep clean and

colorful because a green coloring was used in the cement. Besides being ideal for parties, this rumpus room is planned for informal relaxing at any time. A comfortable couch is drawn up in front of the fireplace, or cushions can be taken from a built-in seat in the corner to make the floor a comfortable place from which to watch the fire. The corner built-in seat is covered with a yellow basket weave plastic material. When the cushions are removed storage in the bottom of the seats is revealed.

A LONG table which can be used for dining is pushed up to the seats, where a chess board is set up. An alcove at the back of the room has a sink, a hot plate and cabinets where dishes and supplies can be stored, simplifying meal service. A spit can be attached inside the fireplace for barbecuing meat.

A ping-pong table is placed at one end of the room and a shuffleboard has been painted on the cement in front of the rumpus room and, whether the Southgates want to play an active sport or a game of

canasta, this rumpus room suits the purpose.

A bath and wardrobe-dressing room are also included so that overnight guests may be made comfortable here. Between the bath and wardrobe is a powder room papered in a pattern of fans and compacts, a pretty background for an antique chest used as a dressing table under a mirror. In the bath, a pink and white striped shower curtain, green and white tile floor and green towels add color. The paper is a pattern of pink and green on white.

The ceiling is beamed and fluorescent tubes attached to the beams provide good lighting. These particular tubes shed a more natural light than some, a light more flattering to complexions.

GREEN draperies in a clear shade may be pulled across the wall of glass to give the room cozy privacy. A pinch-pleated valance is of plain fabric in green and floral pattern. This same pattern is repeated in the couch cover. Yellow from the pattern is picked up in the cushion covers.

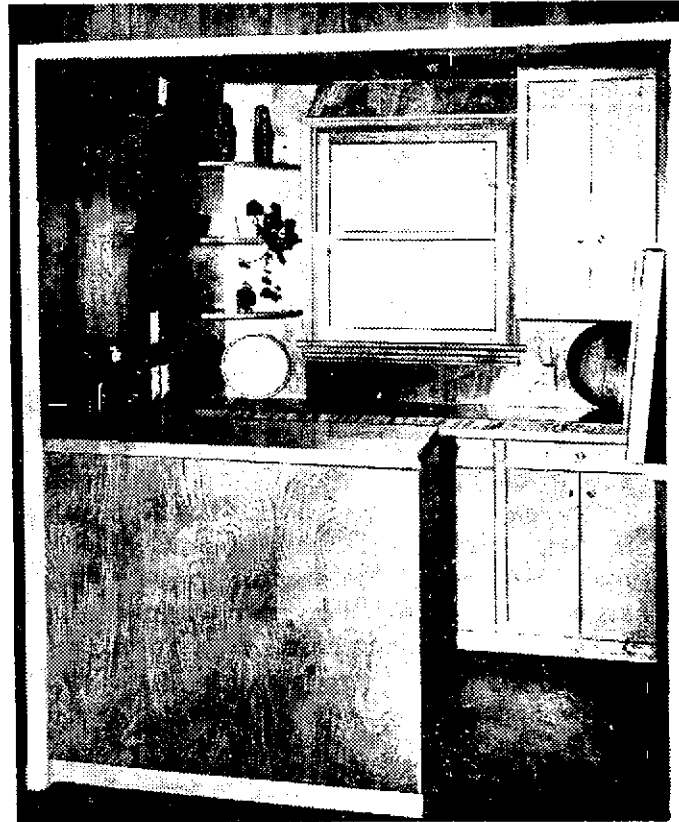
The corner fireplace of



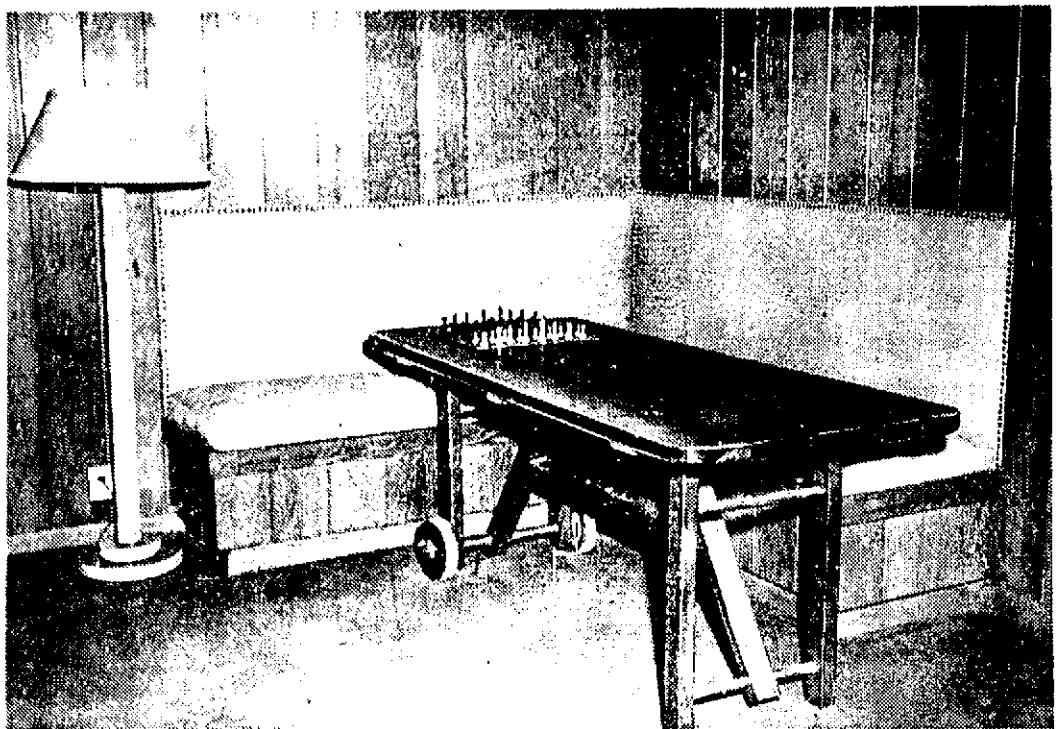
—Photos by Jasper Nutter

Three sliding glass doors may be pushed back along the wall in warm weather to open the front of the playroom at the home of Dr. and Mrs. Paul Southgate.

flagstone has a raised hearth and narrow mantel trimmed with a planter. The sliding doors of glass can be pushed over the wall on one side, leaving most of one wall open. Two steps extend the length of the room and overhead a wide overhanging roof shields the windows from too much sun during the summer and provides a place for flood-lighting.



In this kitchen alcove in Southgate playroom, a sink is under the snack bar. Cabinets hold dishes, supplies.



This table with small wheels is easy to place in the Southgate playroom for informal meals or for games. Here it's drawn up to built-in seats for chess.

IT'S AN ANTIQUE

## Sheffield Plate

THE discovery of the process called Sheffield plating revolutionized the trade life of a city and later became the leading industry in England. In fact, it is perhaps the only one of the fine arts which can be classified as strictly of English origin.

Genuine Sheffield was made

by rolling silver over copper and was originally known as "copper rolled-plate." It was discovered later that silver could be deposited on copper by electroplating, and still later electroplated articles were made by using a nickel or white metal base instead of copper.

Originally Sheffield plate was produced by running silver and copper sheets cold through the rollers until those sheets were inseparably joined and pressed out to the required thickness. Then the metal was cut and shaped by hand hammering. In electroplating, the baser metal form is already shaped by machine before being coated with silver.

The earliest known specimens of Sheffield plate are small things such as buttons, boxes and buckles, all made about 1742. When the discoverer of this process, Thomas Boulsover, hired Josiah Hancock as an assistant in his shop, he did not realize that there was a fortune in the new process. For the next 20 years, many beautiful articles were produced, all identifiable by tiny hall marks, similar to those on silver pieces of the time.

There are two periods in the history of Sheffield plate. The early period was between 1750 and 1790, when many embossed objects were made and a few pieces in solid silver made in a simple style.

The finest Sheffield plate



This Sheffield Plate tea urn, two feet high, and tiny individual teapot with side handle date back to 1800.

was produced between 1780 and 1820, and production was in quantity in this period. It was during this time that the majority of leading cutlers in Sheffield had begun to manufacture plated ware and the industry was at its height.

With the advent of the Adam brothers, the demand for extreme simplicity had its effect on all designs in all crafts, including Sheffield. It was during this latter period that the tea urn, which measures two feet in height, and the tiny individual tea pot, with side handle, were made. (See illustration.) They date back to 1800 and are excellent examples of simplicity in design. Both of these are in a Long Beach antique store.

Old Sheffield plate was itself a counterfeit of the Queen Anne and Georgian silver. Now that the Sheffield process has been lost, the original plate has attained great value in its own right.

Quite apart from the intrinsic beauty and grace of the various objects themselves and their value as treasured heirlooms, as most of them are, there is attached to them a wealth of historic association.

NO DOUBT many a brawny swain and many a fair damsel would prefer a large, substantial dish of chili and beans—but tradition has it that we stick to hearts, flowers and those fluffy, dreamy foods on St. Valentine's Day. And when hearts and flowers hold sway, there's a sure way to win compliments from even the most tongue-tied beaux and matter-of-fact husbands. Bake the most luscious, gooey cake you can dream up and decorate it with candy hearts or frosting flowers in the romantic custom that Cupid's festival day demands.

Salads, too, can be included

By Mildred K. Flanary

In this "fussy" occasion and we recommend sweetheart peach salad which may double as a salad or a dessert. It is made with creamy cheese and diced canned cling peaches. Seasoned peach syrup is tinted sweetheart red for the clear red layer. The angel wings on the hearts are made of sliced peaches and red cherries. Here's the complete recipe:

**Sweetheart Peach Salads**

- 1 envelope (1 tablespoon) plain gelatin
- 1 cup lemon juice
- 1 cup syrup from canned cling peaches
- 1/2 cup granulated sugar
- few grains salt
- 1/2 cup orange juice
- red food coloring
- 1 3-oz. package cream cheese
- 1/2 cup canned cling peach slices
- salad greens
- peach slices for garnish
- maraschino cherries for garnish

Soften gelatin in lemon juice. Heat peach syrup, sugar and salt, pour over softened gelatin and stir until gelatin is dissolved. Blend in orange juice. Remove 1 1/2 cups of this mixture and tint red with food coloring. Divide among 6 oiled heart-shaped molds and chill until firm. Meanwhile cool remaining gelatin and gradually blend into softened cream cheese. Drain peach slices thoroughly, dice and fold into cream cheese-gelatin mixture. Spoon cheese mixture over firm red layer to fill molds. Chill. When firm unmold on salad greens and garnish with peach slices and maraschino cherries. Serves six.

A sturdier dish, but one in keeping with the valentine spirit, is tomato-ham salad. It's filling and only a hot green vegetable is needed to complete the main course. Serve it bedded in salad greens. Here is the recipe:

**Tomato-Ham Salad**

- 1 1/2 tablespoons plain gelatin
- 1/2 cup water
- 1 chicken bouillon cube or soup powder
- 1 1/2 cups concentrated tomato soup
- 1 tablespoon finely chopped onion
- 2 cups ground cooked ham or luncheon meat
- 1/2 cup chopped celery
- 1/2 cup chopped pimiento
- 1/2 cup chilled evaporated milk, whipped
- 2 tomatoes sliced thin
- 2 hard-cooked eggs
- 1/2 cup real mayonnaise
- 1 teaspoon mustard-with-horseradish
- salad greens

Soak gelatin in 1/2 cup cold water mix cube or powder with the rest of the water and dissolve in the hot soup. Add onion and chopped meat and cool until slightly thickened.

Fold in celery, pimiento and evaporated milk, chilled and whipped stiff. Turn into heart-shaped mold (1 1/2 quarts) rinsed in cold water and chill until firm. Unmold, surround with salad greens. Form heart outline with sliced egg white on top of mold. Fill with real mayonnaise mixed with mustard-with-horseradish and arrange thinly sliced tomatoes around edge. Yield: Six servings.

HEART-SHAPED sandwiches are appropriate. Equip yourself with some heart-shaped cookie cutters in several sizes and proceed.

**King's Delight:** With a cookie cutter, cut a heart from a slice of whole wheat bread and a slice from white bread. With a smaller heart-shaped cutter remove the center from the white heart to make a frame. Spread the whole wheat heart with margarine and snappy cheese. Place the white frame on it. Garnish the cheese in the center with a slice of olive.

**Queen's Favorite:** Cut heart shapes with a small cutter from slices of white bread. Spread with margarine and softened cream cheese; put together to make a sandwich. Spread the top of the sandwich with cream cheese and sprinkle with chopped nut meats or sliced maraschino cherries.

**Knave's Prize:** With a cookie cutter, cut hearts from thinly-sliced baked ham, Swiss cheese and sliced rye bread. Spread the bread with margarine; place the heart of ham on it,

spread lightly with prepared mustard, add the heart of cheese, and top with second heart of bread.

**Valentine Heart Cookies**

- 1 cup sifted enriched flour
- 1/2 cup sugar
- 1 teaspoon baking powder
- 1/2 teaspoon salt
- 1 cup oats (uncooked)
- 1/2 cup butter or margarine
- 1 beaten egg
- 2 tablespoons milk

Sift together flour, sugar, baking powder and salt; mix with rolled oats. Cut in butter until mixture resembles coarse crumbs. Stir in beaten egg and milk. Roll out on lightly floured board to 1/4-inch thickness; cut with heart-shaped cookie cutter. Place on ungreased baking sheet; brush with beaten egg white; sprinkle with red sugar or with white sugar and finely chopped nutmeats. Bake in a moderately slow oven (325° F.) 15 to 20 minutes, until a delicate brown. Makes 3 dozen cookies. Time: 15 minutes. Temperature: 325°.

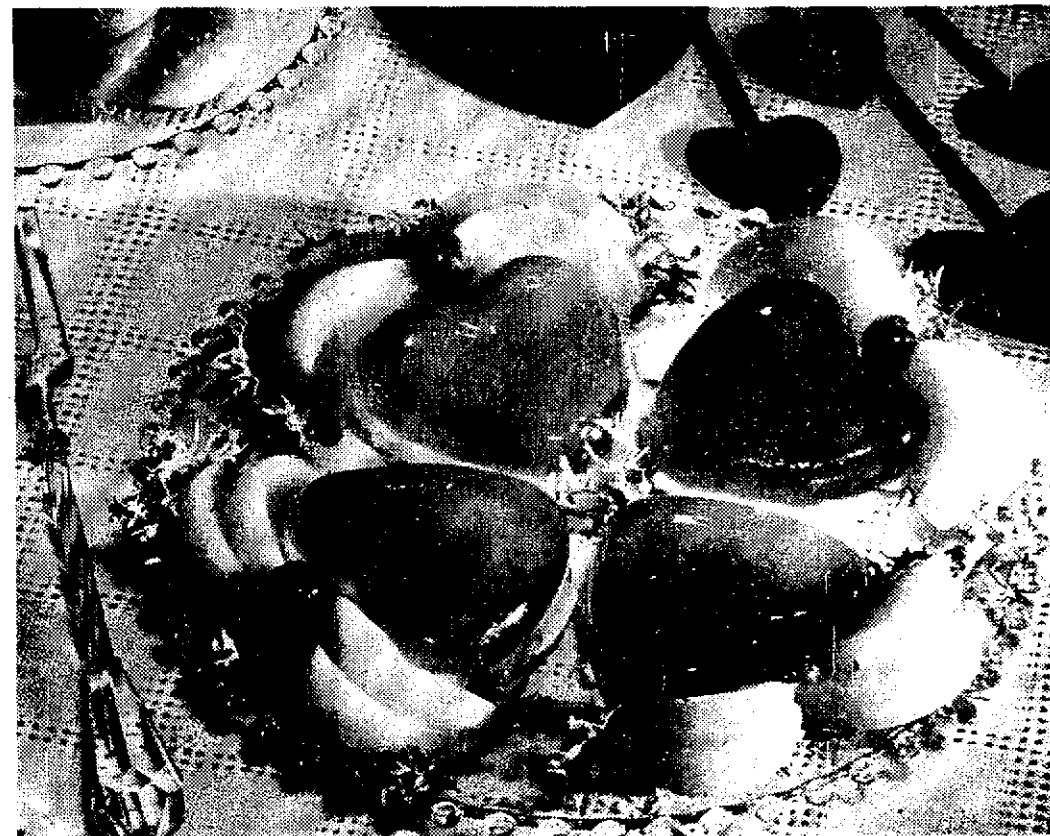
For the Valentine's Day luncheon or a special family

treat serve creamed tuna and peas in little nests of creamy egg noodles. Cook the noodles in boiling salted water until tender. Drain and rinse. Combine flaked tuna and peas with a rich cream sauce, and pour into individual noodle nests. Top each serving with a gay red heart, fashioned from strips of pimiento. Serve hot.

**Frozen Pineapple Cheese Mold**

- 2 packages gelatin
- 3 tablespoons mayonnaise
- 1 cup canned pineapple
- 1 package cream cheese
- 1 cup cream, whipped
- candied ginger
- few drops almond flavoring
- lettuce, mayonnaise, garnish

Mash cheese, add mayonnaise and mix until smooth. Then dissolve gelatin in 2 tablespoons of hot water. Mix gelatin with cream, fruits, salt and flavoring. Blend two mixtures together. Set in cool place until firm. Serve on crisp lettuce with mayonnaise or any desired dressing. Serves about eight persons.



As a salad or a dessert, this sweetheart peach salad will top the fare for any St. Valentine's Day entertaining. Mildred Flanary supplies the recipe.

Press-Telegram Southland Magazine

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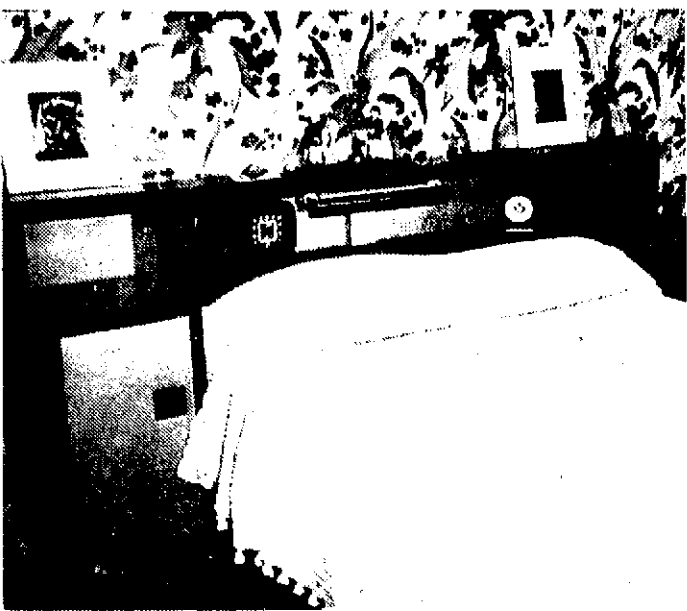
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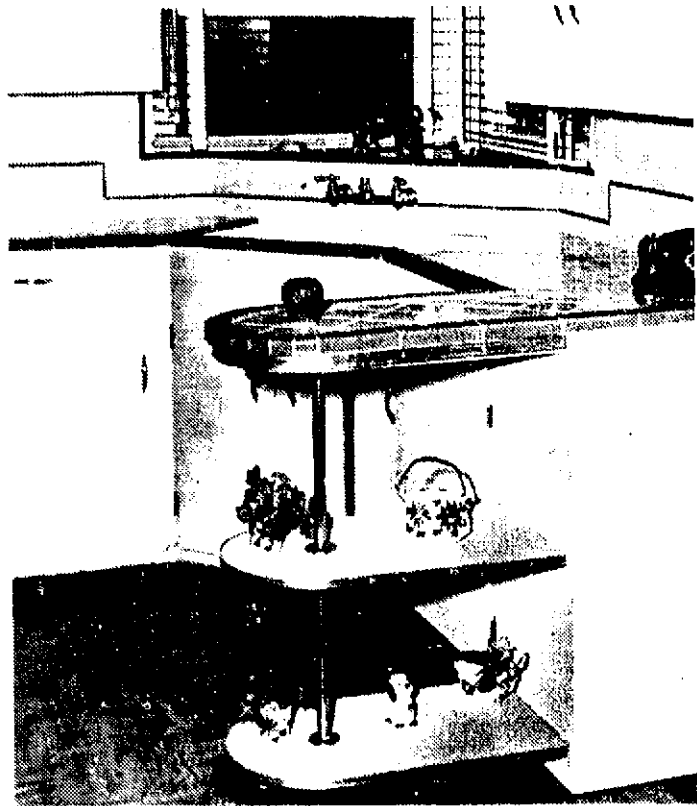
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Hobbs incorporated Mr. and Mrs. chests and shelves for books, radio in the headboard of master bedroom bed.



The sink is placed in a corner of the kitchen and the work counters extend along walls which are blue-green.

## Multi-Purpose PATIO

By Dorothy Killam

**S**HIELDED by house, wall and garage, a snug patio at the attractive home of Mr. and Mrs. Paul Hobbs, 5580 Walnut Ave., serves two purposes: An area for outdoor relaxation and a place for children to play.

Mr. and Mrs. Hobbs gave thought to the needs of their 7-year-old son, Bobby, as well as to their own desires when they built their home. By placing the patio back of sheltering walls, a safe place was provided for Bobby to play and a door was installed to connect his room with the outdoor enclosure.

The Hobbs' younger son, 6-month-old Paul, also can be placed in the patio and can be watched from within the house because nearly every room overlooks this area.

The ranch-style house is surrounded by a white rail fence and a lamp on a tall post lights the gate and the walk to the front door. A spacious window, which looks into the living room from the long front porch, is decorated by a planting box built on the porch under the sill. This planting makes an attractive scene from inside the living room, since the window extends to the floor.

Opposite this window in the living room is the fireplace, which is flanked by windows overlooking the patio. Foliage of plants which grow in planting boxes under these windows helps decorate the living room although the plants are not in the room itself, but in the patio. The fireplace facing is of red brick and the chimney

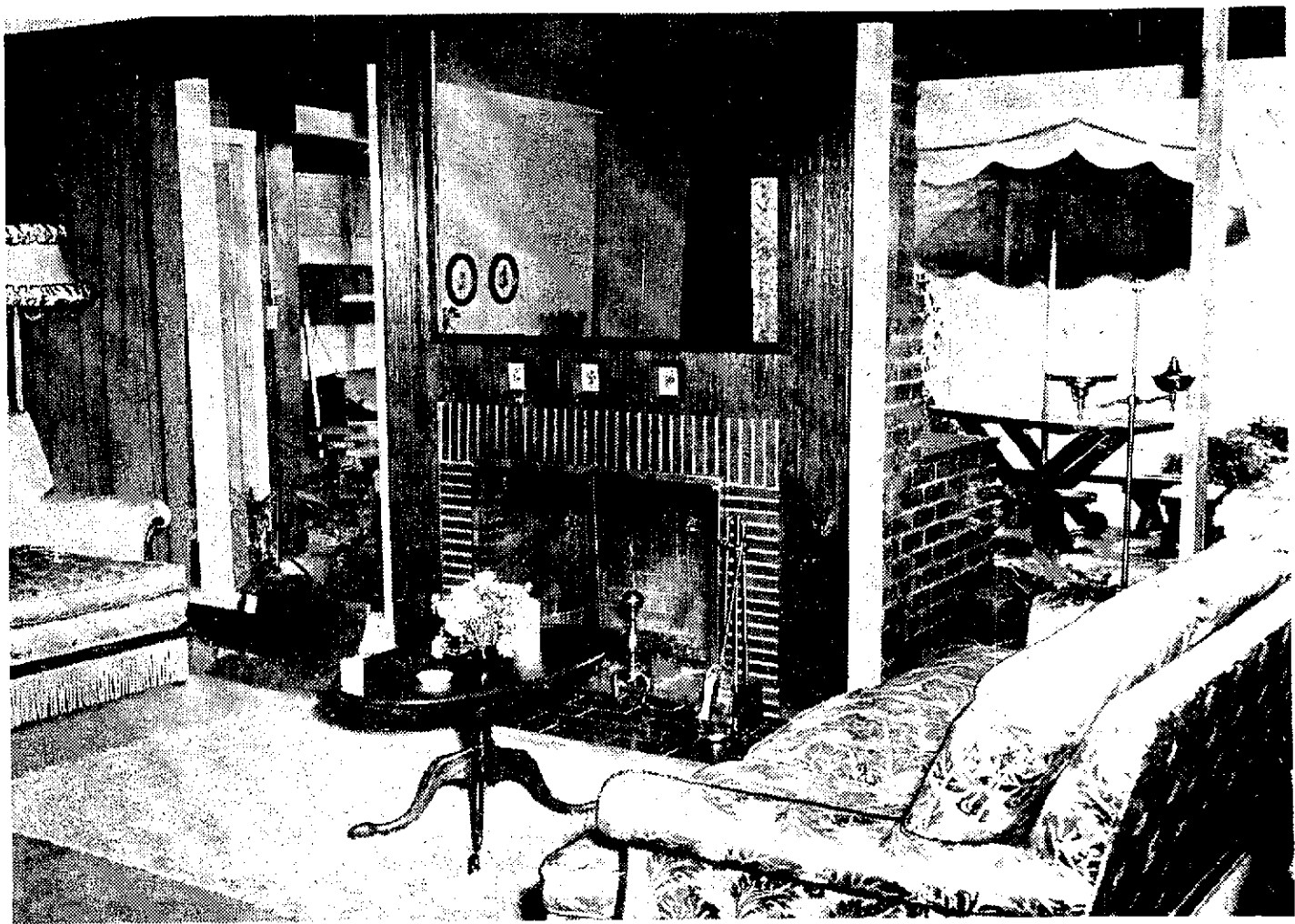
is covered with combed plywood which has been stained a deep brown color. Cornice boxes over the flanking windows and over the spacious front window are of the same combed wood.

Privacy can be gained by pulling green draperies across the large expanses of glass. Walls and the ceiling are a subtle shade of pink taken from the color in paper which decorates one wall. A pattern of brownstone houses and sailing ships makes this paper an ideal foil for 18th Century furnishings.

A rose-colored couch is arranged with blue chairs and is placed in a position where the fireplace can be enjoyed on chilly evenings. The television set in its good-looking cabinet was assembled by Hobbs himself. He also made the cabinet of combed plywood and finished it to match the fireplace and cornice boxes.

The wide opening between living and dining rooms is partially closed off by a planting box made of combed plywood, and the dining room is glimpsed through a screen of foliage. In the dining room, walls are papered with a geometric pattern in shades of rose. A dado and cornice boxes of combed wood have been painted a pleasing shade of blue-green. White, ruffled curtains hang at the windows. The dining table is oval in shape and chairs are designed in an 18th Century pattern.

A door which leads from the dining room to the patio is also a short distance from the living room and the kitchen door. A barbecue is built on the back of the living room



The living room fireplace in the home of Mr. and Mrs. Paul Hobbs is flanked by floor-to-ceiling windows which look out on a patio. Combed redwood, stained dark, is used to enclose the fireplace. Large mirror lends depth, beauty to room.

fireplace and the patio is ideal for preparing and enjoying charcoal broiled steaks.

The patio is shielded from the street by a roof-high wall built from the house to the garage. From the street this connecting wall looks like a part of the house. The deep roof overhang, which provides a partial roof over the patio, also extends from the wall connecting house and garage.

Because the garage wall is visible from the dining room and living room windows, it has been decorated attractively with a lattice, over which a vine is trained. The patio floor is of cement, and beyond the cement, lawn is planted. Shrubs and trees in the garden make an attractive picture through the living room windows.

Furnished with a round redwood table and chairs, this outdoor living area adds much to the comfort and attractiveness of the Hobbs' home.

Walls and cabinets in the kitchen are painted the same shade of blue-green as the dado in the dining room, closely relating the two rooms. An outside door in the kitchen leads to the sidewalk because the house is built on a corner lot.

The kitchen sink is built in a corner with the work counter extending down the two adjoining walls. A broom closet, cabinets and cupboards are built around the refrigerator and in the opposite corner is the dinette, furnished with chairs covered in red leatherette and dining table.

The bedroom wing is arranged opposite the dining room and kitchen on the other side of the living room. A door from the hall opens into the patio, which is easily reached from either of the bedrooms.

The master bedroom also overlooks the patio. Hobbs made the Mr. and Mrs. chests and the bookshelf headboard. The headboard is designed to hold a radio, books and other things. A fluorescent tube is built into one of the shelves for reading in bed. These furnishings are painted jade green and trimmed in black. The bed is a box springs with mattress



Barbecue facilities are constructed on the back of the fireplace. House and garage and a wall shield patio, making ideal place for Bobby Hobbs, 7, to play.



This is a front view of the Hobbs' ranch style home. Large windows and planting box lend interest. A wall guards privacy of patio from street at left.

which Hobbs set up on short legs and fitted into the headboard. Wallpaper is in a pattern of large, rose-colored leaves and ivy on a green background. In Bobby's room are bunk beds. Wallpaper is patterned in a design of cowboys.

## THEY WORK WITH

# Seashells

By Helen L. Gillum

**A** CHILD'S small request can sometimes lead to surprising things. Mrs. J. A. Chamberlain of Huntington Beach learned this about a year ago when two neighbor girls, Sandra and Dixie Selbert, asked her to teach them shellcraft. Mrs. Chamberlain, who has taught this hobby to various recreational groups, kindly obliged. Before she knew it, she found herself the sponsor of the Beachcombers Club, a hobby group of shell enthusiasts now grown to more than 90 members.

When Mr. and Mrs. Chamberlain moved away from Huntington Beach, Mrs. Louis Rhodes and Mrs. Lester Fancher assumed active leadership of the club. However, from their present home in Downey, the Chamberlains keep in touch with the club and act in an advisory capacity.

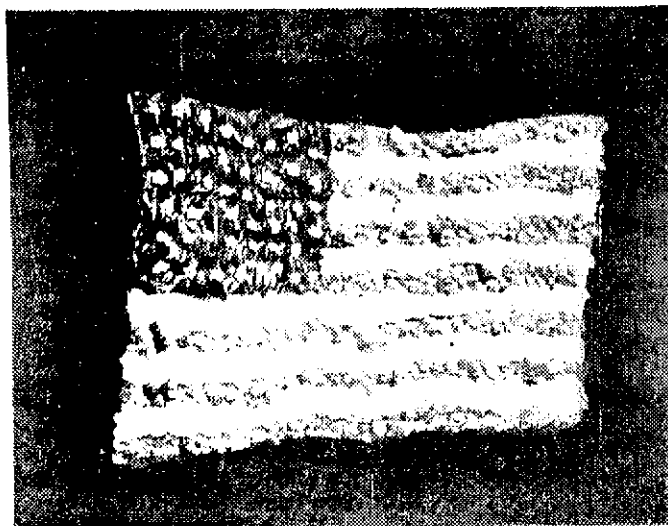
In speaking of the early days of the club, Mrs. Chamberlain once said: "It just sort of grew on us. First there was only Dixie and Sandra. Then eight

more children asked to form a club. More and more children became interested, so we transformed our home into a workshop and the living room of our home into an exhibition spot for the hundreds of shell articles the children made." This isn't hard to believe in view of the tables, shelves, and cupboards full of Mother Goose characters, picture frames, lamps, book-ends, and miniature animals made of sea shells.

A new member of the club first is taught how to make a simple object, such as an owl. From then on he's on his own. He is encouraged to be original, to indulge in his own creative ideas.

California beaches abound with beautiful shells of all shapes and colors. The only other materials needed are pipe cleaners and model airplane glue. Occasionally, a framework of wood or burlap for larger figures is used.

For small objects like Mother Goose characters or minia-



Two thousand scallop, clam, starfish and mussel shells were used in this version of Old Glory.

ture animals, the shellcrafters merely select shells of "Just Right" size and shape and glue them to the pipe cleaner "skeletons." For larger ventures, two or more hobbyists work together. The American Flag and a replica of the Statue of Liberty that featured their Fourth of July float in the Huntington Beach parade last year are examples.

**I**N MAKING the Flag, they first built a sturdy framework of hundreds of pipe cleaners. This was accomplished by gluing the cleaners together in the shape of small squares, so that a network of the fuzze-covered wires was formed. Seven children worked many hours carefully gluing selected shells to the network, thus forming the stars and stripes. Two thousand scallop, butter clam, jackknife clam, bat starfish, and blue mussel shells were used. The great difference of color in the various shells made it a simple matter to work out a contrasting color scheme to simulate the red, white and blue of Old Glory.

The "Statue of Liberty," nine feet tall, was fashioned of 50,000 jingle, jackknife, clam, and mussel shells. At least 70 youngsters worked on this figure. The float bearing the statue and flag was awarded a trophy in the Fourth of July parade. Besides this award, they won

a blue ribbon at the Los Angeles Hobby Show. The club also won a blue ribbon at the 16th annual Hobby Show at the Long Beach Municipal Auditorium last May. Their latest honor is their recognition by the International Collectors' Club. The Beachcombers Club was chosen for membership in this club from notable exhibitors at the Los Angeles Hobby Show.

The young shellcrafters are often asked to conduct classes at recreational centers, adult education centers, and children's hobby groups in Southern California. For this they accept no pay. For their payment, they say, lies in the joy of creating and the fun of winning prizes at hobby shows and like events.



"I have laryngitis—Wish I knew a good quack doctor."



Hundreds of attractive little objects like these are made with seashells by the Beachcombers Club.

Sunday, February 12, 1950

## Bedding Idea

**T**HE LONG bedspread that folds over pillows is a favorite style because it's a simple, one-piece cover-up for the whole bed. But for a dainty, ruffled bedroom you may feel it lacks something, and add extra ruffled pillows to decorate the headboard end of the bed. This new idea makes extra pillows unnecessary. As Earline Brice designs it, the bedspread is still one-piece and long, but at the point where the pillows begin there's a ruffle across the spread to outline the front pillow edges. This is a good example of how practical and pretty ready-made bedspreads will be this spring. Nothing is easier to wash than the pebble cloth it's made of. Pebble cloth is like a very good quality seersucker, so you know it needs little ironing. French knot-like beading edges the ruffles and curtains and dressing table skirts can be had to match.



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Scenes like this abound in the mountains overlooking the Southland. Hardy camera fans will snap them.

## Camera ANGLE

**S**NOW, SNOW, beautiful snow! The mountains overlooking the Southland are full of it. There are pictures up there in that great, white wonderland and there are hardy camera fans to snare them.

Wintertime to the majority of fans is that season of the photo year when they are going to catch up on their home

movie editing and splicing; their sorting and filing of negatives; their printing and enlarging of pet pictures and their pasting of the same into albums. This leaves very little time, as you see, for taking pictures.

But even a fair-weather photographer can hardly resist the urge to get his camera after a heavy snowfall has mantled the Southland mountains with a beautiful white blanket. Add sunshine sparkling across the surface or through tree branches and you have a scene made to order for even the most inexpensive box cameras. In brilliance and clarity, these snow pictures are equal to the best you can get in mid-summer. This goes for color pictures too. Shadow rendition is apt to be better thanks to the reflecting power of snow.

The most effective pictures are back-lighted or side-lighted for then the sun high lights every ridge or ripple emphasizing snow texture. Framing the picture with tree trunk or branch is always an improvement. A lens shade is almost a

necessity, but it can be improvised if you don't have one. Your hand or hat or a newspaper over the lens to minimize glare or to protect it from falling snow flakes will do the trick too. Of course never blow dust or snow flakes off the lens outdoors. The moisture in your breath will freeze on the lens. Use, instead, a small rubber bulb like a baby or ear syringe.

**W**HEN exposed to very cold weather for a long time a camera may be hard to operate because the metal contracts and oil and lubricants congeal. Therefore keep the camera protected until the actual moment of shooting. Of course the film loading should be done in advance and, if possible, the shutter setting, lens opening and even the focus. In most cases you'll know whether you're going to take a scene at infinity or a closeup at eight feet, etc. Then all you have to do is sight and snap. In between pictures the camera should go back in its case or in your pocket or under your coat. Before taking pictures again, glance at the lens and make sure it's clean.

When you bring a camera indoors after a long session outdoors, moisture may condense on the lens. Before any more picture taking, see that it has evaporated or is wiped with a lens tissue.

Dry, cold weather is also noted for static electricity marks on roll film and film pack negatives and for prints curling and cracking. These static marks show up as lines and "tree branches" and can be minimized by winding roll film slowly and evenly and pulling film tabs gently. Prints curl because the emulsion shrinks a bit in cold weather causing the paper to roll inward. When they are straightened out, the emulsion cracks. If the prints are kept flat at all times they won't have a chance to curl. It's only when they're lying around loose that they are affected. To fix them up, soak the prints again adding one part glycerine to 16 parts water, then re-dry them.

this is the time to do it. This applies to fruit trees, ornamentals and berries. Dormant sprays are used for this purpose, but they must be applied before the leaf buds start to open. Spraying deciduous stock after the new growth ap-

pears may cause severe injury if the dormant spray is used at either full or only partial strength. This type of treatment should control not only the overwintering pests, but also those that start their destruction early in spring.

## Make Mine Boysenberry

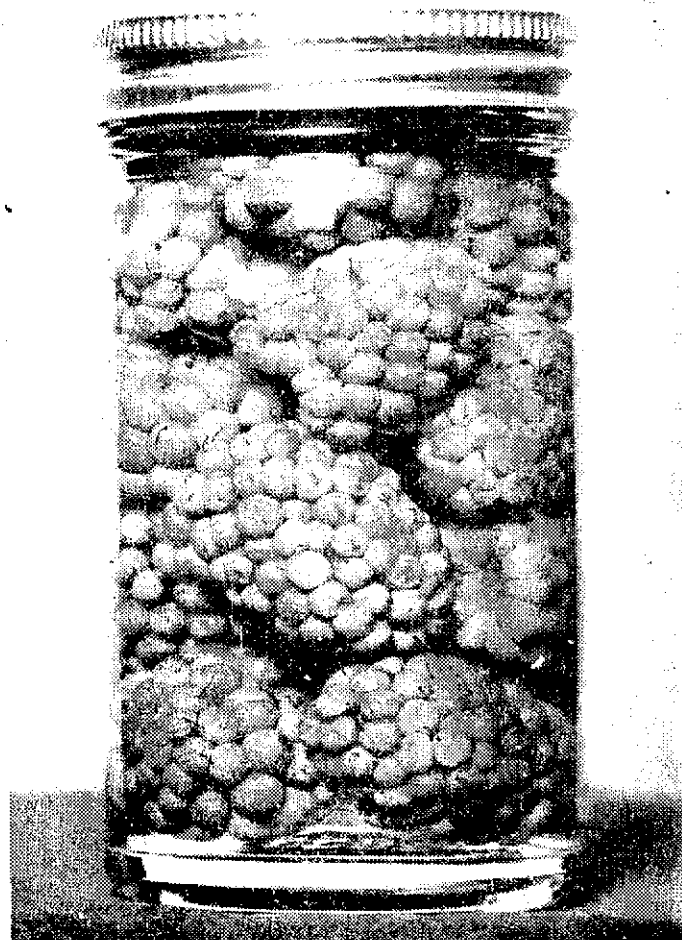
By Lilian E. Haislip

**I**F A customer in a California restaurant orders berry pie, nine times out of ten it will be Boysenberry. The Boysenberry, "discovered" by a California rancher, now is known all over the country.

In 1940, according to the U. S. Bureau of the Census, 1,554,951 dry quarts of Boysenberries were produced on 550 acres of 564 farms in California. In that year, the Boysenberry led all bush berries in yield per acre, and since, it has replaced much of the Youngberry acreage. The war years saw a heavy decline in the berries marketed, all except Boysen, Young and Nectar which continued to lead in the 1945 season.

The first chapter in the life of the new berry began on a June morning in Napa County, when Rudolph Boysen, a native Californian, took a walk along the creek bank of the 18-acre ranch he cultivated at Coombsville. Casually inspecting some of the berry plants he had grown from seed and had planted along the bank, he suddenly stopped short in astonishment at something he saw there.

His excitement mounted as he stooped to examine a berry on one of the vines. It was nearly two inches long! He realized from the size and color



Boysenberries soon fill small jar. Their flavor when cooked is excellent, making them delicious for pies.

Large and juicy, Boysenberries offer a good crop. Measuring stick indicates size of berry at the right.



Clean your spraying equipment thoroughly each time after it is used. It will serve you longer, better.

mistakable evidence of gophers.

**T**HERE are three main types of pest control practices. You can spray, you can dust or you can use poisoned bait. Your nurseryman will recommend the easiest way to control garden pests. But don't wait until the damage is done. You can be sure that sooner or later... usually sooner... your garden will be invaded with a horde of insects. It is easier to keep them out than to eradicate them once they have gotten firmly entrenched.

Effective control can be obtained by spraying or dusting at least once every seven or 10 days. Bait for night prowlers, such as snails, should be broadcast about once every 10 to 14 days. When you spray, hit the plant from every angle: from on top, from below, from in front and if possible force the spray material into the center of the plant. Don't be afraid of harming the plant, as almost all modern insecticides or fungicides are non-toxic to plant growth. Give the bugs a thorough drenching, not just a light mist.



Rudolph Boysen (above) discovered first Boysenberries in Napa County, brought plants to Southern California.

that here was no ordinary blackberry.

**T**HUS IN 1924, the Boysenberry, similar to a blackberry, but larger, juicier and sweeter was born from Boysen's seedling.

But several things happened before the berry was "christened" with Boysen's name and as such became known to the world.

The grower came to live on the ranch owned by his wife's mother, Mrs. A. Brunton, near Anaheim; depression came to America; Boysen took on the job of building up the then inadequate city parks of Anaheim and shortly thereafter, his back and both legs were broken in a fall which kept him hospitalized for more than six months and in braces or on crutches for a long time.

When Boysen first came to the Southland ranch, bringing his precious plant in its gallon can, the owner of the Coolidge rare plant garden in Pasadena, negotiated with the grower to

introduce the plant. Subsequently Coolidge filed notice of intent to sell with the U. S. Plant Husbandry and Quarantine Department and the new berry was advertised in 1927 as "the sensation of the 20th Century."

(Continued on Page 9).

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# Blooms That Herald Spring

**A** LONG about the time you decide that winter will last forever, a naked little shrub or tree suddenly bursts into gorgeous bloom and your heart is lifted. Spring is just around the corner!

Perhaps the most spectacular of these converted plants are the deciduous magnolias. The earliest flowering and also the most hardy, is the saucer magnolia, *M. soulangeana*, a shrub-like hybrid whose waxy blossoms of white and pink-lavender are frequently six or more inches across.

*M. liliiflora* is a variety of the saucer magnolia, only its flowers are deeper maroon or creamier white, and the foliage is larger. Adaptable to most conditions, these picture plants deserve conspicuous settings.

*M. liliiflora* is a bushy plant rarely over six feet high. It blooms later and longer than

the saucer type. It grows quite rapidly and bears dark wine-red flowers with creamy centers. Blooms are large.

The star magnolia, *M. stellata*, bears a profusion of narrow-petaled pink or white flowers. Although it often attains a height of 15 feet, it makes a good tubed subject, and as such stays low.

*M. conspicua* is a striking magnolia with sweet-scented, snowy-white flowers that look skyward.

All of the deciduous magnolias like rich, moist, well-drained soil in windless locations. They should be trans-

planted only while in bloom, and pruned while in a growing condition. Never prune after July since new buds are forming at that time. Pruning is usually necessary, however, as the plant needs sunshine and shaping. Cut dead branches close to the main stem, and seal cuts with a specially prepared compound available from your nurseryman.

While the magnolias may be more spectacular, the flowering fruit trees never the less announce spring by bursting into masses of blossoming beauty.

**F**LOWERING peaches extend spring greetings with color from white through red. These branches may be cut for decorative purposes. After the profuse blooming period, cut the branches back to six inches. This may seem cruel, but new shoots will appear almost immediately and grow full size and there will be no leaf curl in the luxurious foliage.

Flowering apricots bloom early, and most varieties are very fragrant. Permit this tree to grow one year after planting, and then prune as with the peach.

Dwarf flowering almonds are shrub-like and so make good tubed plants for terrace, patio or porch. Do not prune heavily all at once. Cut stems for decoration, leaving three-inch stubs from which new flowering stems will grow.

For very early bare branch

The spectacular flowering almond deserves a situation where it can be appreciated by all who pass.

beauty, there are the flowering plums. Since the red or purple foliage is as decorative as the blooms, little pruning is desired. Shape early and remove dead branches. Use these interesting, hardy trees in patios, terraces, or against walls. Flowering cherries are exquisite but late bloomers.

Never prune unless necessary and then only in early summer. Remove dead or diseased branches as a matter of course. The flowering crabapples also bloom late. They are hardy, however, and grow well in heavy soils where other flowering fruits do not do so well.



The gorgeous blossom of the magnolia *soulangeana* bursts forth before the plant's foliage appears.



—Photos by Gladys Dising.

## Tips on Gardening

**G**ARDEN tips for the week.

Nurseries are now offering a wide assortment of balled plants. This simply means that the ball of earth surrounding the roots is held firmly in place by a burlap or other kind of wrapping, tied securely. Before purchasing this type of plant examine the wrapping to make certain it has not become loose. Feel the ball of earth to see that it is firmly in place.

If any of your plants have suffered from frost damage do

not be in a hurry to prune them back. Wait until the new growth develops to indicate just how far back pruning should occur.

Be sure to condition the soil before planting. One of the most important gardening procedures is doctoring up the physical texture of the soil. Add lots and lots of humus—available in the form of leaf mold, peat moss and various types of manure. Manures should not be used right before planting unless thoroughly decomposed.

## Boysenberry

(Continued From Page 8).

**T**WO YEARS later, Coolidge died. In the meanwhile, Boysen had become absorbed in his new job as parks superintendent and was too busy to think much about the berry until a government investigator, belatedly following up Coolidge's announcement, came out to find out what had become of the new berry. Learning that Walter Knott of Buena Park had been experimenting with the Youngberry on his 200-acre ranch, the investigator got in touch with him.

The two men went to Anaheim to talk to Boysen. Knott, who had experimented with

many varieties of berry, was interested. He wanted to try out Boysen's find. The three men visited the little ranch near Anaheim. Boysen had moved into town, and his berry plants had been plowed under. But they managed to salvage some plants which Boysen presented to Knott.

"What shall we call the berry?" the P. H. and Q. D. investigator asked.

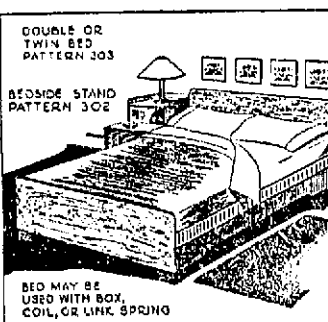
Knott said, "Why not name it Boysenberry?"

Boysen's prime interest remained in park development in Anaheim and he makes it clear that he gave the berry plants



Large, fat berries of exceptional juiciness and sweetness are principal talking points for Boysenberries.

## You Make It



**EASY-TO-MAKE BED**

Here is a bed that any amateur can make with hammer and saw. It is easy to set up and take down, and may be made to fit springs of any size. And it can be a very attractive piece of furniture. Pattern 303 lists all materials and illustrated directions. The stand is made with Pattern 302. Each pattern costs 25 cents. Orders must be sent to: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, N. Y.

## WHEN SLEEP WON'T COME AND YOU FEEL GLUM

Try This Delicious Chewing-Gum Laxative

• When you roll and toss all night—feel headachy and just awful because you need a laxative—do this... Chew **FEEN-A-MINT**—delicious chewing-gum laxative. The action of **FEEN-A-MINT**'s special medicine "relaxes" the stomach. That is, it doesn't act while in the stomach, but only when fatigued along in the lower digestive tract... where you want it to act. You feel fine again quickly! And scientists say chewing makes **FEEN-A-MINT**'s fine medicine more effective—"relaxes" it so it flows gently into the system. Get **FEEN-A-MINT** at any drug counter—25¢, 50¢ or only... **10¢**

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BARE ROOT (6 to 8 Feet) 2 Years Old Budded 98¢

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## Camellias Offer Lifetime Joy

By J. J. LITTLEFIELD

Don't miss seeing the **CAMELLIA SHOW**, Feb. 18th and 19th at Brookside Park, Pasadena, California! It's an opportunity to familiarize yourself with many camellia varieties. Select them according to the period of bloom to provide your garden with a six months' succession of flowers!

Don't put off transplanting camellias; do it soon as you can. Provide good drainage if soil is heavy. Dig the hole three times deeper than the length of the root ball. Fill 1/3 of the hole with small stones and pea gravel. A good soil mixture for transplanting camellias is one part peat moss and leaf mold and two parts garden soil, all mixed together.

Many of the Brookside Park camellias were fed with Red Star **CAMELLIA-GRO** during last summer!

**FREE**... Address card or letter to Dept. L, Red Star Fertilizers, Downey, Calif., for 72-page Red Star **POCKET GARDEN GUIDE**, the complete reference book for the home gardener... or ask your local garden dealer.

**Red Star PLANT FOODS** AT BETTER GARDEN DEALERS

## Scarlet Zinnia

By Walter Finch

**A** NEWLY developed zinnia, the *Floradale Scarlet*, is a vibrant-red and unusually graceful new flower which grows on a symmetrical, vigorous bush about 2 1/2 to 3 feet tall.

*Floradale Scarlet* answers many of the criticisms of zinnias. The large blossoms, which grow from 5 to 5 1/2 inches across and about three inches deep, are made up of hundreds of strap-shaped petals which are ruffled and fluffed just enough so that the sparkling and lively color of the upper surface is softened by the effect of the sunlight glancing off the small recurved portions of the petal. In all cases the petals are curved downward and are twisted gaily to create a harmonious and refined informality which dispels all thought of the stiffness which some gardeners have heretofore associated with zinnias.

The plants are good for mass plantings in the annual border and as bold accents in the perennial garden. These buoyant zinnias give a lift to the tired looking garden after its burst of perennial bloom is over.

*Floradale Scarlet* bears a huge central flower as well as many large lateral blossoms with long stems ideal for cutting. It blossoms abundantly and there are plenty of flowers for bouquets.

make early plans for Garden Beauty

## FRUIT TREES

CHERRIES ALMONDS PEACHES  
PLUMS APRICOTS  
FIGS APPLES PEARS

4' TO 6' SIZE 69¢  
(6 TREES FOR \$3.50)

6' TO 8' SIZE 89¢  
(6 TREES FOR \$4.50)

All Trees Are Guaranteed

## DORMANT ROSES

39¢ to 2.50

1950 All-American Rose 2.00 and 2.50

NO. 1 ROSE BUSH (Common varieties) each 68¢  
SHADE TREES 6' to 8' and larger 95¢ to 12.50  
GRAPE VINES European varieties, No. 1 grade 12¢ each, doz. 1.15  
CARDINAL, No. 1 grade The new large sensational grape 48¢  
RHUBARB 2 for 35¢  
STRAWBERRIES 23¢ up per doz.

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## STRAWBERRIES

Klondike Strawberries 25¢  
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Rockhill Everbearing \$1.20

## GRAPE VINES

Seedless Concord 75¢ ea.  
Cardinal 55¢ ea.  
Niagara 30¢ ea.  
Isabella 30¢ ea.  
Eastern Concord 25¢ ea.

Thompson Seedless—Tokay—Lady Finger—Black Monukka 2 for 25¢

## BARE-ROOT FRUIT TREES 98¢

Peach, Apricot, Nectarine, Plum, Pear, Almonds, Figs. Two-year-old, 6 to 8 ft. and oversize trees. 6 for \$5.00

## BARE-ROOT ROSE BUSHES

Over 110 Varieties in No. 1 Grade

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## Kitano's

## ATLANTIC NURSERY

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"... how does your garden grow?"



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The Southland Magazine's

## Second Annual SPRING GARDENING EDITION

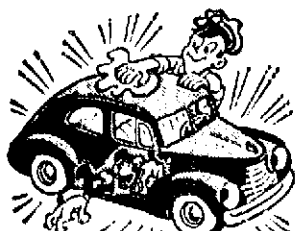
BRINGING YOU timely tips and reliable recommendations on when, where, why, how and what to plant in the Long Beach area. It will contain feature articles by some of the Southland's leading horticulturists. Read and save this informative edition, it's a valuable guide to Southland gardening. Don't miss it. Next Sunday in your Press-Telegram!



## Police Slip Up

WHITEVILLE, N. C. (AP) Highway patrolmen were embarrassed when Ed Carr came to court for driving without a license. They had stopped him several times in the last 13 years without noticing that the card Carr thought was a driver's permit was only an application for the license.

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# AUTOMOTIVE News

## Several Makers to Enter Small Car Field This Year

DETROIT, Feb. 11. (AP) This year should show how much of a domestic market there is for less-than-standard size automobiles.

Three or four such vehicles are going to reach the market this year. Their producers are building great hopes around them. The new Nash will be first to appear, some time in April. A couple of months later Kaiser-Frazer's entry in the same field is scheduled for production.

Third auto maker reportedly considering a like venture is Willys-Overland. The bulk of Willys-Overland business since the war has been in the production of the all-purpose jeep, and variations of it, as well as trucks and all-steel station wagons.

Willys hasn't said so, but reports are gaining circulation that it will bring out later this year a 2500-pound, two-door five-passenger sedan.

All the new smaller units, of course, would carry price tags well under those appearing on the lowest priced Chevrolets, Fords and Plymouths.

The manufacturers going into the production of these new units believe they will attract a lot of buyers from the market in low-priced used cars. Other car makers doubt this.

You can get a quick argument from auto makers on what constitutes a small car. Those planning the new vehicles are particularly sensitive about the description. They claim a vehicle that can seat five passengers is not a small car.

Many motorists assert that any car with a wheelbase of about 100 inches is a small vehicle. The average in the Chevrolet, Ford and Plymouth model is around 114. Willys has been putting its jeepster and other units on a 104-inch wheelbase. Presumably it would use the same chassis for a conventionally styled sedan model.

## Vance Completes 40 Years Service With Studebaker

SOUTH BEND, Ind., Feb. 11. (AP) Harold S. Vance, who rose to the top of a major automobile-making firm, ended his 40th year of service today with record-breaking production.

The 59-year-old president and board chairman of Studebaker Corp. received a watch from the company, just as any other employee does at the end of 40 years' service. The presentation was made by George Westphal, general superintendent, the only Studebaker executive who has seen longer service in the firm.

With Vance's anniversary date came new records in production and sales. The company claimed 44 per cent of the nation's passenger car and truck business last year, its largest since it began making motor vehicles.

Vance insisted it was "just luck and circumstance" that boosted him from a mechanic's helper job at 15 cents an hour.

"Of course, I had to work hard to keep my job," he admitted. His present salary is reported to be more than \$100,000 a year.

### STUDIED LAW

Vance planned to follow his father in a law office after he finished high school in Port Huron, Mich., and began studying law.

"But I was making only \$1 a week, and I needed more money."

So he went to work in February, 1910, for the E. M. F. Co., the Studebaker predecessor, which made more farm wagons than automobiles.

Vance recalled the four-cylinder open-top E. M. F. "30" was widely dubbed "Every Morning Fix-it."

"But it was a good car for its time," he said. "It could go as far as 30 miles without developing trouble."

Studebaker took over E. M. F. in 1911. Vance said the E. M. F. pedigree was confused even more when Studebaker sent out extra Studebaker nameplates to owners to fasten on the radiators of E. M. F. and Flanders "20" cars.

Vance moved from Port Huron to the Detroit plant in 1912 as a storekeeper and later he became general storekeeper.

### TALKED BACK

He rose to assistant treasurer in 1916, and apparently because he talked back to Albert R. Erskine, then vice president. He said he protested Erskine's plan of installing a production control system in the Detroit plant similar to the one used in Studebaker's wagon works here.

"I thought my goose was cooked. But when Erskine became president, he had me appointed assistant treasurer."

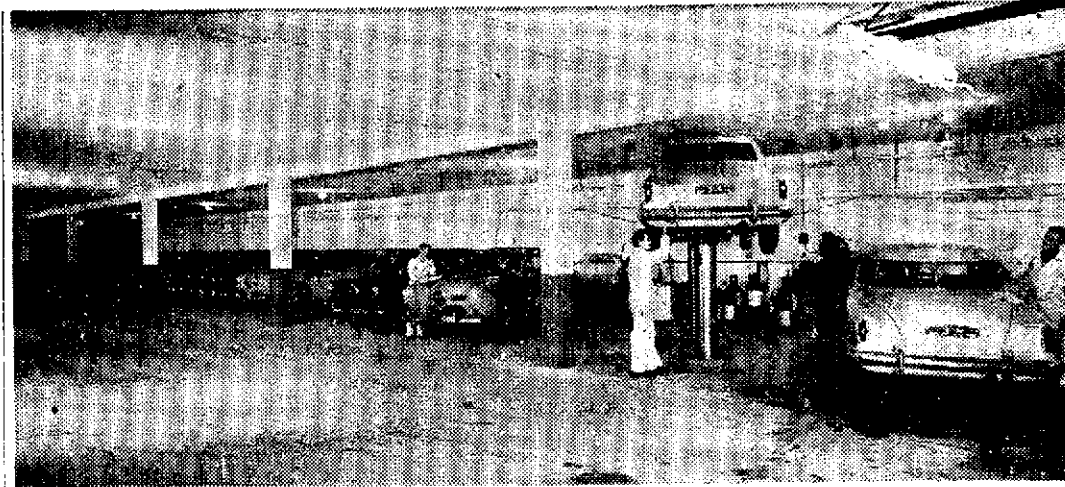
He was "borrowed" by Bethlehem Steel as a production engineer in 1917, at the age of 26, and came back to Studebaker here after the end of World War I.

He became assistant to Erskine and later served as vice president in charge of manufacturing and engineering.

He became board chairman when Paul Hoffman was named president in 1935. They worked together until April, 1943, when Hoffman became Economic Co-operation Administrator. Then Vance took over Hoffman's job, too.

Vance plans to retire to his farm near Niles, Mich., when he reaches the Studebaker retirement age of 65.

"And don't think that I'll beg them to waive the rule and keep me on. I'll be ready to quit."



**NEW CAR WAREHOUSE**—A portion of Ed James' new warehouse, located at 1918 American Ave. is shown above. This addition to the present facilities in "Jamestown" is the receiving point for all new Studebakers shipped from the factory to the local dealership. Approximately 10,000 square feet of space permits full under-cover storage of 60 new Studebakers. Each car as it is received is checked, serviced and washed by Pat Bagby, Don Staudinger and Paul Entringer, experienced "Jamestown" mechanics.

## Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Local Hudson dealers, Storey-Ricketts, 750 American Ave., now have on display the new 1950 Hudson Super and Custom Commodore models on which the company last week announced price reductions on all body types ranging from \$87.50 to \$166.50.

High light among the mechanical features of the new models is the improved and more powerful L-head, high-compression, Super-six engine rated at 123 horsepower. The companion engine is the improved L-head high-compression Super-eight engine rated at 128 horsepower.

N. K. VanDerzee, vice president in charge of sales, said that in addition to the substantial price cuts the new cars not only retain Hudson's exclusive "step-down" design but also have more refinements, more new features and more beauty.

Art Pillsbury, regional director of the American Automobile Association's contest board, who was largely instrumental in setting up the gruelling 750-mile course for this year's Mobilgas Grand Canyon Run, states that "the conditions of the run are primarily based on our obligation to show the public what 1950 cars will do over the roughest routes at legal speeds."

The 1950 run, starting this Wednesday from Los Angeles via the Panamints, Death Valley, Las Vegas and on into Grand Canyon, must be driven in 18½ hours. That means all cars must average about 42 m.p.h. Taking account some 70 miles of city driving at 25 and 35 m.p.h., approximately 350 miles of mountain driving and long stretches of desert which must be driven at the top speed limit to make up time—the competing drivers will be taxed to the utmost to maintain good engine efficiency.

The entries in the run are not being driven by professionals. Most of the drivers represent Los Angeles and Long Beach dealers or dealers' associations. On the run, they will drive at steady, high speeds consistent with the best efficiency of their cars. They agree that the private owner of a well-conditioned mate to their entries can have his car perform as well if he eliminates jumping at traffic lights and boulevards stops, extra gear shifting and useless bursts of speed. In setting the driving time at 18½ hours, the A. A. A. has set the run speed consistent with the average made by the public on vacation and business trips.

Final official factory sales figures show that the U. S. automobile industry built a total of 6,238,088 new cars, trucks and busses in 1949, it was announced last week by the Automobile Manufacturers Association. Establishing a new all-time record, the output topped the two best previous years—1929 by 16 per cent and 1948 by 18 per cent. Nearly 6,000,000 units of the

1949 production were sold in the domestic market, the A. M. A. said, as export sales were drastically reduced. Only 277,745 motor vehicles, 36 per cent less than in 1948, were shipped abroad. Exports accounted for a mere 4 per cent of total output in 1949, as against 8 per cent in 1948.

Production of passenger cars increased 31 per cent over the year before; manufacture of trucks, however, decreased by 18 per cent. The respective totals: Last year, 5,108,841 cars; 1,123,736 trucks; the previous year, 3,909,270 cars, 1,363,856 trucks.

The family automobile, in the quarter-century just ended, doubled its life expectancy and quadrupled its probable mileage. The average car of today can be expected to have more than 12 years of service and 103,000 miles behind it before reaching the junk yard. This compares with an average life span of about six years and 25,750 miles for the car of 1925.

The reasons: Metals are lighter, stronger and more durable, due to alloys; engines are better balanced because the size and weights of parts within assemblies are precision matched; wear is substantially reduced by anti-friction bearings that keep moving parts in better alignment.

Citing industry statistics, the life span of passenger autos increased to seven years and 41,500 miles by 1930; to over eight years and 58,000 miles by 1935; to more than 10 years and 81,350 miles and to 12 years and 103,000 miles currently.

**DEALERS DOINGS**—Art Hall, local Lincoln-Mercury dealer, reports that the new 1950 Mercurys now are on display at his 1633 American Ave. showroom.

Members of the press were on hand last Friday with company officials to preview the new low-price K-F models in Los Angeles. No date for public showing has been announced yet.

## Buick's January Sales Hit Peak

FLINT, Mich., Feb. 11. (AP) Buick sold more cars last month than during any January in its history, General Sales Manager O. L. Waller reported today.

Retail deliveries for the month totaled 34,333, an increase of 15 per cent over January, 1949, the previous peak for a month which is usually considered to be below normal in the automotive industry.

Waller said January production as well as sales was a new 47-year record for the month. Continued high volume production is scheduled for February and March, he said, with the output for the first quarter this year to be the greatest for any three-month period.

## Auto Makers See '50 Output Gain Over Last Year

DETROIT, (AP) The year ahead will see a tremendous outpouring of cars and trucks if every auto maker's hopes are realized.

The industry, of course, can weather a few work stoppages and still hit high production levels. It did that in 1949 and built 6,250,000 vehicles. That's nearly a million more than it ever made in any previous year.

General Motors and Ford have announced ambitious production schedules for this year's January-through-June period. Chrysler has made no schedules public but its 1949 output almost nudged Ford out of second place in production.

Here are some of the 1950 production estimates of the heads of G. M.'s various vehicle divisions: Ivan L. Wiles, Buick: "We are aiming at 500,000 cars this year." Buick built 338,432 in 1949.

### GOAL 100,000

John F. Gordon, Cadillac: "We hope to make 100,000 cars in 1950." Last year Cadillac made 81,545.

Thomas H. Keating, Chevrolet: "Put our 1950 estimate at 1,700,000 cars and trucks." Chevrolet's 1949 final figure was 1,550,669 units. Of these 1,146,382 were passenger cars.

S. E. Skinner, Oldsmobile: "A minimum of 350,000, possibly 375,000 this year." Last year Oldsmobile built 282,885 vehicles.

Harry J. Klinger, Pontiac: "We expect to better our 1949 volume by a lot." Pontiac made 334,107 cars last year.

From these estimates it will be seen General Motors expects to better its 1949 total of 2,771,194 cars and trucks.

Last year's effort gave G. M. better than 43 per cent of the industry's overall output. It's a fair assumption that if G. M. makes the nearly 3,000,000 units indicated in the hopes of its division heads the remainder of the industry should account for slightly more than that figure.

### PRODUCTION AHEAD

General Motors may increase its share of the market, but it isn't likely to run it up to 50 per cent this year.

So, in the hopes of the car makers at least, another 6,000,000 plus production volume is being considered.

So far this year production is running well ahead of last year. For the year's first month United States factories built 585,000 cars and trucks. Last year's January output totaled 550,000.

But if the year's 12-month total doesn't equal that of 1949 there will be a lot of long faces in the industry. There will be considerable talk about how "bad" business has become in the automotive industry.

## San Francisco 'Fines' Parked Cars Heavily

SAN FRANCISCO, (AP) To most motorists the sight of a tow car brings a sigh of relief but it makes San Francisco drivers shudder.

The city's hotly-contested "tow-away" ordinance, designed to clear streets during traffic rush periods, is the reason.

Cars left in the designated areas are removed under police supervision by private garage operators. The erring motorist faces not only the usual ticket and fine, but also must pay towing and storage charges. Total charge on a passenger car is usually \$12.

## Truckers Launch Drive to Slash Noises of Trucks

A vigorous, organized drive against truck noise by the Trucking Industry was off to a flying start last week at the Pacific Freight Lines yards in Los Angeles. Tests of 30 mufflers were made in a two-day period by the Muffler Noise Committee of the Motor Truck Association of Southern California.

Representatives of the California Highway Patrol, trucking firms, manufacturers of mufflers and allied products—some hailing from points as far away as Chicago—witnessed and participated in the tests. Sound experts from the University of California at Berkeley with the latest sound equipment participated also.

The tests were conducted to seek a practical method of measuring truck noise and to find a noise standard acceptable to the California Highway Patrol which can be used as a guide by trucking firms, muffler manufacturers and law enforcement agencies. The tests were undertaken at the request of the Joint Highway Transport Conference.

The tests showed that not only do acoustics vary with the location of a truck, but a noise which is highly offensive to one person may be acceptable to another. Background noise which varies from point to point, fluctuates during different times of the day and night as well. A noise acceptable during the day against background noise might be very objectionable during the night when other noises are at low ebb.

Although technical conclusions will not be available until thorough study is made by the association of the test reports, several mufflers were found to be unacceptable due to excessive noise. One conclusion made it self apparent during the tests, according to Professor D. M. Finch of the University of California, and that is, new and better sound instruments are needed to overcome the problem.

Among other prominent witnesses of the muffler tests were Commissioner Clifford E. Peterson and Inspector R. H. Emmett of the California Highway Patrol.

## Chrysler Strike Cuts Production

DETROIT, Feb. 11. (AP) The Chrysler strike may cut about 140,000 units from this month's auto production scheduled output. Before the strike became certain the industry's planning called for a February output of 640,000 cars and trucks. Unless Chrysler factories reopen during the month the total is not likely to exceed 500,000.

The latter figure will be achieved largely through heavy overtime schedules in most of the factories now in production. In February last year United States factories built 426,665 vehicles.

### STEEL IS KEY

What they will do in March of this year depends not only upon the resumption of Chrysler operations but also upon the size of the steel mills' output of the type of material used in vehicle production.

The car industry recovered from the effects of the steel tie-up late last year much faster than was expected.

Possible tightening up on car production volume during this year's first quarter doesn't mean a sharp cut in the total 1950 output. The industry had planned to build about 2,000,000 vehicles in the January-through-March period.

### SOME CARRYOVER

The factories can't do this with one of their major units idle for any length of time. But a lot of production volume can be carried over into the latter half of the year.

In originally scheduling approximately 2,000,000 units for production in this year's first quarter the auto companies were anticipating the keenest competition of the postwar period to date. They foresaw a sharp battle for buyer preference commencing about April 1.

The Chrysler strike, of course, hasn't lessened that prospect. General Motors and Ford have set their schedules at the highest levels in many years.

### Night Crashes Lead

Traffic accidents at night are twice as likely to be fatal as accidents occurring in daylight hours.

## NEW 1950 STUDEBAKER

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Yes, here's a perfect match for the deep affection and high esteem you feel for your favorite girl. And what a thrilling pleasure for Her! She is sure to get a big lift out of this new Studebaker's miles-ahead Style... she rides in relaxing comfort and smoothness... and she doesn't need a man's muscles to steer, park or maneuver this Car with the trim, slim lines. And to top it all off...

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FOR AUTOMATIC OVERDRIVE AND HILLHOLDER ADD \$25 TO DOWN PAYMENT  
**30 Months on Balance**

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4-Door Sedan  
**\$471 DOWN!**  
Plus tax and license  
FOR AUTOMATIC OVERDRIVE AND HILLHOLDER ADD \$27.50 TO DOWN PAYMENT  
**30 Months on Balance**

CHOOSE YOUR CAR TODAY! DRIVE IT HOME TO HER ON TUESDAY!





## Chief 1950 Concern of Car Makers to Be Sales Rate

By DAVID J. WILKIE

DETROIT, Feb. 11. (AP) A year ago production possibilities were the main concern of the auto makers; today it's sales.

The industry's leading manufacturers are reporting better than normal sales volume for the current off season period. They expect an even greater volume when the spring selling season gets under way.

But they have no idea what demand will amount to after mid-year. So a lot of marketing research currently is under way by all car makers. And a lot of worrying is being done about materials commitments after July 1.

Many factories are extending the work shift to nine hours and operating assembly lines on Saturdays. With this overtime and the eventual return of Chrysler to production the industry will build at least 3,500,000 cars by July 1. It built 3,108,841 in all of last year.

The industry isn't worried about its production capacity. There may be materials shortages resulting from work stoppages in related industries, but these are lesser worries for the auto makers.

The production of 3,500,000 passenger cars from January through June never has been achieved before. The industry will not sell that many cars in the year's first six months.

### QUOTA NOT SET

Production schedules for the second half of the year will be based to a great degree on the volume of cars on hand around June 1.

There is no question, of course, that the industry this year is going to put on the biggest selling drive it ever has undertaken. There is no question, either, that many car retailers who got into the business soon after the war will drop out, many with a lot of easily made money.

The trade-in car will present a sizable problem to the new car dealer when the sales battle gets under way. Used cars will figure in more original sales this year than at any time since the war.

If competition becomes abnormally hot under the stress of heavy factory shipments, dealers will start shaving their discounts by high trade-in allowances. This has been done on many occasions. It was not unusual before the war and there was much of it late last year as new model output left some dealers with 1949 cars in stock.

The dealer has to pay for the cars he gets from the factory and high trade-in allowances often are his only choice when he has more cars than buyers.

All this isn't intended to pre-

## Auto Sales Seen Reaching Record Rate by March

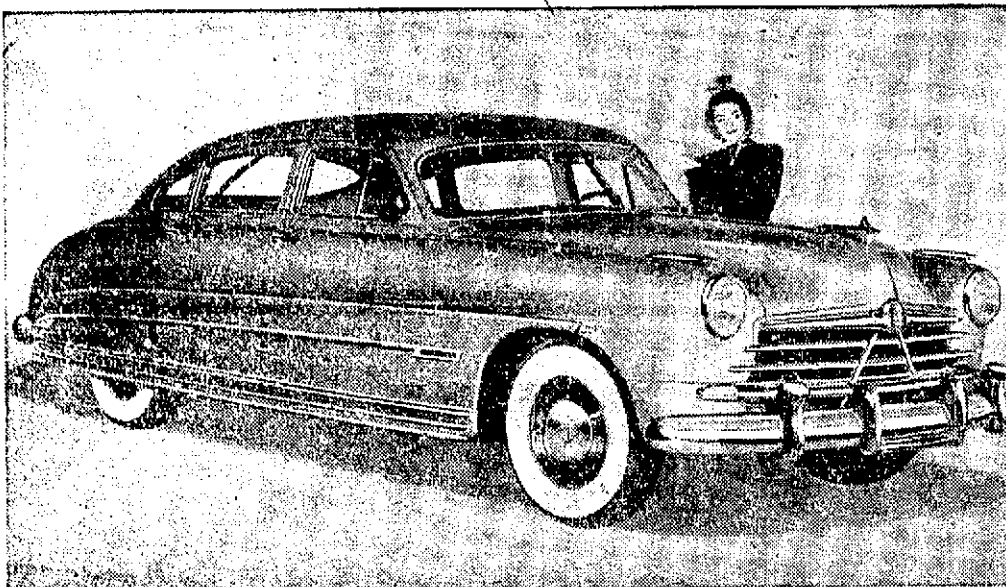
DETROIT, (AP) About the end of March the auto industry will be selling cars at the greatest rate in its history.

That's the conviction of all executives in the production division. Some car retailers also share this view. There are others, however, who believe the factories plan more than customary pressure on the merchandising division.

The dealers will have a larger variety of models to offer their customers this year than they have had in more than a decade. Several manufacturers are adding luxury models—so-called hardtop convertibles, others have, or will have, supplemental models to further spread their coverage of the market.

Hudson expects to pick up a lot of sales volume with its recently introduced Pacemaker model. Nash has a new low-price unit coming out in April. The public probably will not see it until it is displayed by dealers at that time.

Kaiser-Frazer's low-price model is scheduled to go into production in June. Indications are it will carry a price tag lower than the Chevrolet, Ford and Plymouth models.



**NEW HUDSON HERE**—Shown is the new 1950 Hudson Custom Commodore Series sedan. Hudson last week announced price reductions ranging from \$87.50 to \$165.50 on all models in its Super and Custom Commodore Series. Although these cars are only five feet high, they provide full road clearance and more head room than any mass-produced car, due to the exclusive "stepdown" design with recessed floor. Both lines have a wheelbase of 124 inches and are available with a choice of the 123-horsepower, high-compression super-six or 128-horsepower super-eight engine and are now on display at Storey-Rickoffs, 750 American Ave.

### Ornaments Obstruct Car Driver's View

NASHVILLE, (AP) "Dicky" Neal said. Birds are creating a serious traffic hazard by sticking the toy birds to their windshields and rear mirrors in such a way as to obstruct visibility.

He said he would issue a regulation prohibiting the use of the gadgets if he could find authority under the law to do so.

## G-M and Ford to Step Up Car, Truck Production

DETROIT, Feb. 11. (AP) General Motors and Ford are stepping up car and truck output again this week.

These two big units of the auto industry expect the biggest first-quarter output in their history—if they can escape material shortages. Of the approximately 587,000 vehicles built in the United States last month General Motors accounted for about 260,000 and Ford around 148,000.

Accelerated GM and Ford production may make up a part of the loss resulting from the Chrysler strike. There isn't any chance, however, that the auto factories this month will build the nearly 650,000 vehicles that were expected with Chrysler's help.

Most GM and Ford factories are operating overtime to fill their heavier schedules. Over-time operations are expected to continue for several weeks.

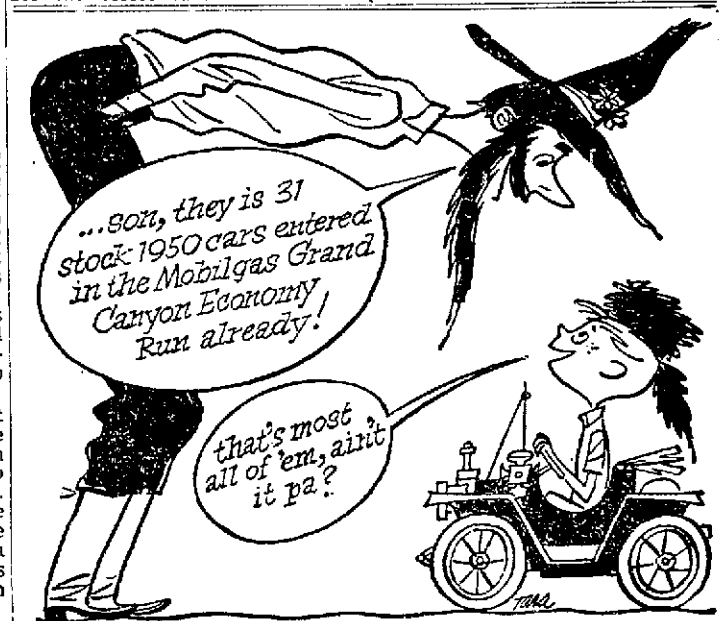
The Chrysler tie-up has cut about 35,000 units from the industry's weekly production rate. On that basis the loss to date is nearly 60,000 vehicles. The strike came at a bad time for Chrysler, just gaining volume on new model output. Only a small part of the new models built before the strike remain unsold.

Along with the Chrysler, De-

Soto, Dodge and Plymouth divisions of Chrysler Corp., Kaiser-Frazer and Willys also were out of production last week. K-F will be idle several more weeks as it completes retooling for the series of new models it plans to produce.

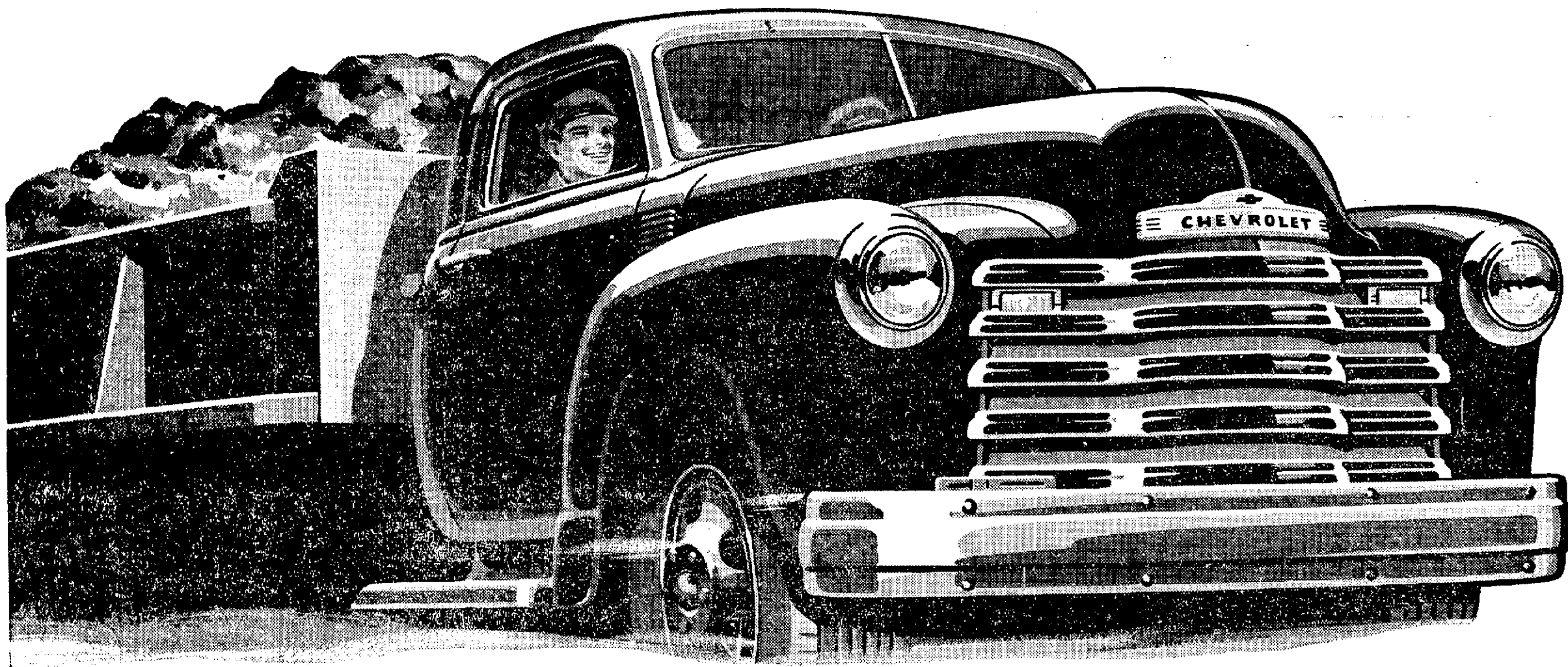
Kaiser-Frazer has produced only about 3500 vehicles since late last October.

Thanks to the accelerated pace of several General Motors and Ford divisions last week's total production dropped only about 12,300 units below that of the previous week. Total output for the week was 121,658 cars and trucks compared with 133,963 in the preceding five-day work period.

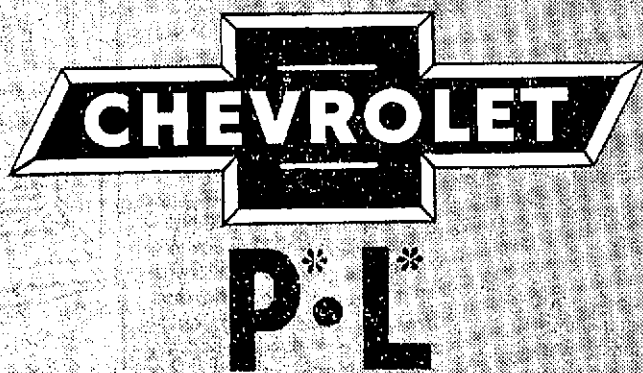


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# MORE VALUE *than ever!*



## NOW . . . the most powerful truck engine Chevrolet ever offered you . . . THE LOAD-MASTER "105" ENGINE



ADVANCE-DESIGN TRUCKS

Here it is—the Load-Master 105-h.p. engine—the big, big engine in the most powerful Chevrolet trucks ever built. Gives you power aplenty—to speed up heavy-duty schedules, complete more deliveries, cut down total trip time.

And for light- and medium-duty hauling, remember the famous Thrift-Master engine, now stepped up to 92-h.p. Gives you value aplenty—to deliver your goods and reduce your hauling expenses.

Chevrolet trucks have advance design to give you more performance, more features, more of everything that matters to owners. And no other trucks cost less to buy, to operate, to own.

Two great valve-in-head engines power the 1950 Chevrolet P.L. trucks. Come in and see them. Whichever you choose—the Load-Master "105" or the Thrift-Master engine—remember this: Chevrolet's your buy with *more power than ever!* *more value than ever!*

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ALL HYDRAULIC BRAKES Includes Lining and Labor

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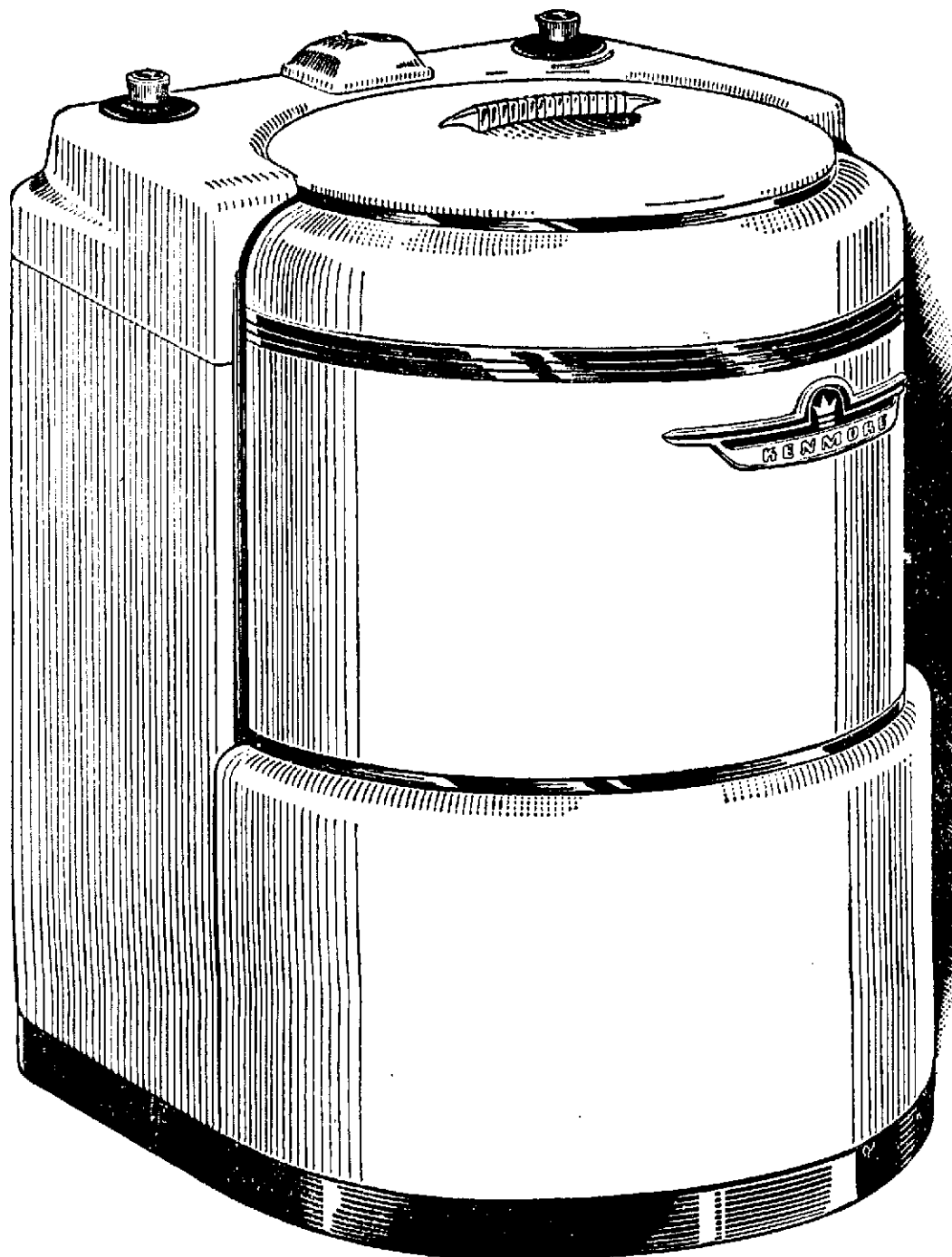
# 6 BETTER BUYS!



Open Mondays  
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12:30 to 9:15  
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## FULLY AUTOMATIC KENMORE WASHER



# 209<sup>95</sup>

**Only \$10 down**

- Compact and modern in design, stands 35 inches high. Saves stooping, bending, reaching!
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- Large tub, washes clothes cleaner, faster. And more can be added during operation.
- The flexible automatic controls permit repeating or skipping any operation during process!
- Cleans automatically! Drains automatically! Shuts off automatically!
- It's safe! No wringers, no moving parts are exposed to cause accidents!
- Permits faster drying, gets clothes 25% drier than ordinary wringer.
- Made ONLY for Sears! Sold ONLY by Sears! Fully guaranteed by Sears! See it today!

This beautiful 'Kenmore' washer works like magic! Load it, set it, forget it! That's all, until the wash is ready for the line. Think of the greater savings in work and time; and the savings in clothes, for 'Kenmore' is more gentle, more complete with its water-washing action. Sears offers this wonder-worker at a money-saving price! Value!

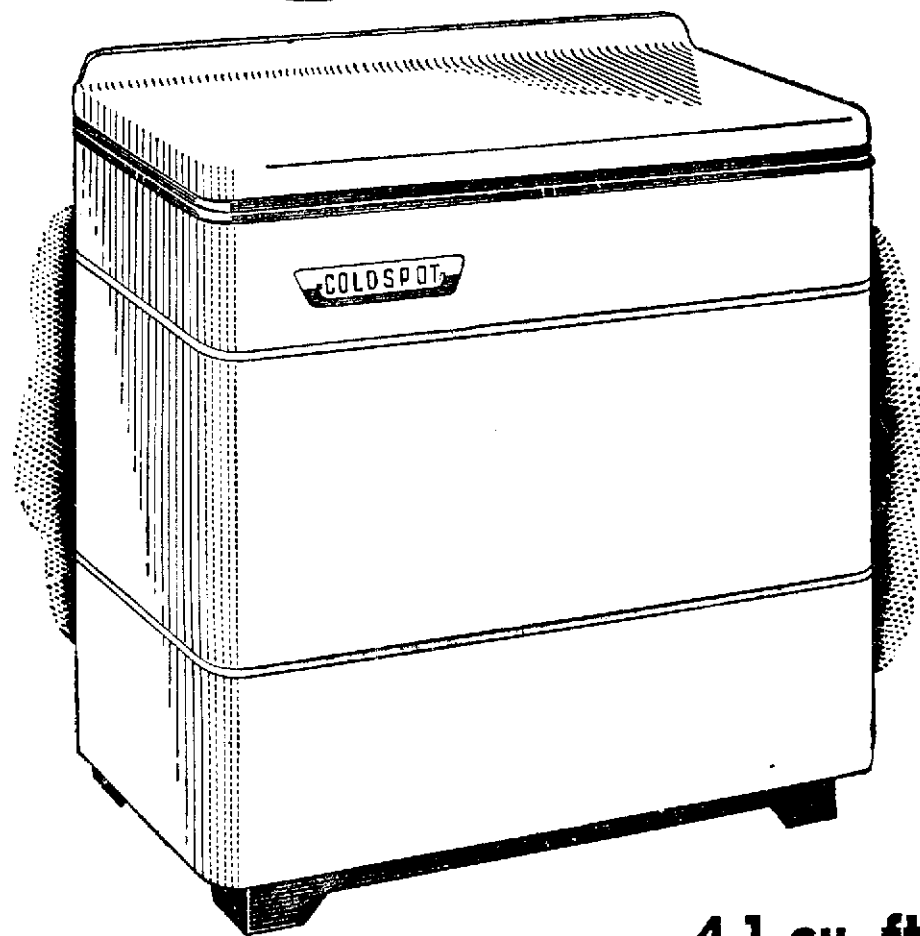
### WHY YOU SHOULD OWN A KENMORE

**Gentle Action**  
A agitator in the tub causes water to swirl gently around clothes. No harsh twisting or tumbling.

**Flexible Cycle**  
Washing time can be set from 2 to 120 minutes. Wash, rinse, and spin periods may be lengthened or shortened as required.

**Depth Selector**  
Full 26 1/2 gallons of hot water for a full load, or a little water as necessary for in-between wash days.

**Top Loading**  
Saves bending, stooping, and carrying heavy loads. Simply drop clothes in top opening.



**4.1 cu. ft.  
164.95 Freezer Reduced!**

Special compact size, takes up so little space, yet stores 144 pounds of frozen foods! Beautifully finished porcelain enamel work top! Freeze and store at the same time in either food section... automatic cold control and adjustable divider. Save!

**149<sup>95</sup>**  
\$5 Down, Easy Terms  
Usual Carrying Charge

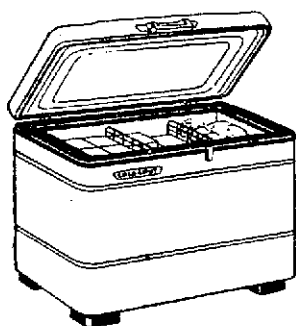
### COMBINATION OFFER!

**7.6 cu. ft. Freezer and Pack Materials!**

**219<sup>95</sup>**

\$10 Down, Easy Terms  
Usual Carrying Charge

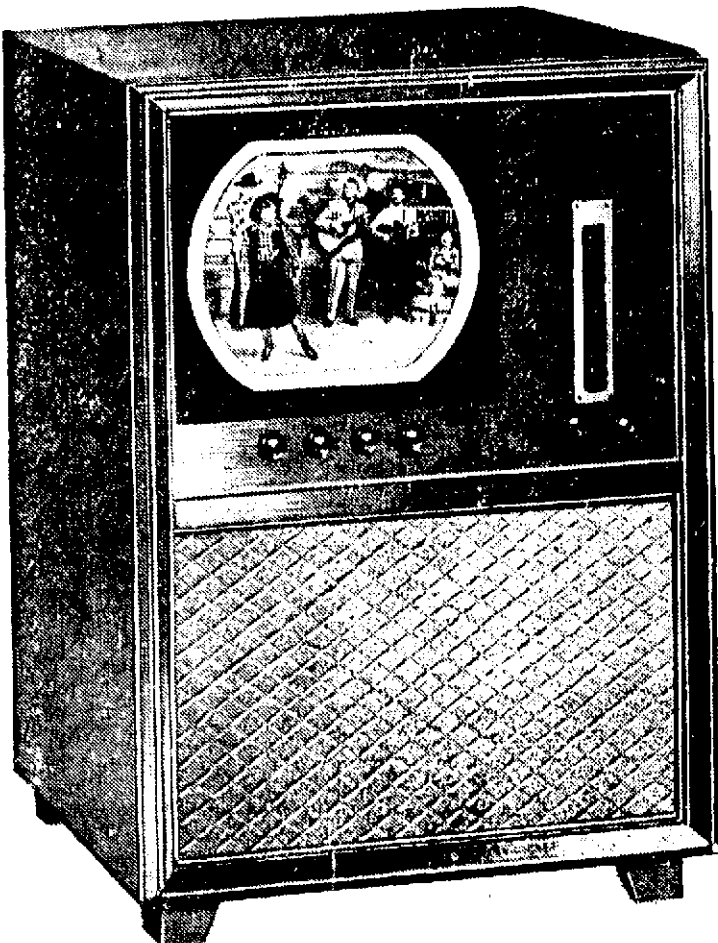
See the special items you get when you buy this new 1950 model. Just the right size for most kitchens, fits into 41x32-inch floor space. Direct control coil refrigeration!



**Included with 7.6 cu. ft. Freezer**

1. Package Material Kit consisting of 50 pint cartons, 50 quart cartons, 50 medium laminated bags, 25 large laminated bags, 100-ft. roll of locker wrap, 100-ft. 'Permacel' sealing tape... a complete 177 items in all **11.90**
2. 25 Pint 'Pail Packs'..... **1.29**
3. 15 Quart 'Pail Packs'..... **1.25**
4. 1 Bottle Ascorbic Acid..... **.80**
5. 100-ft. roll Cellophane..... **1.39**
6. 1 Lge. 64-cube ice tray..... **1.98**
7. 1 Aluminum Bag Filler..... **1.98**
8. 1 Electric Bag Sealer..... **3.69**

**Total Value..... 24.28**

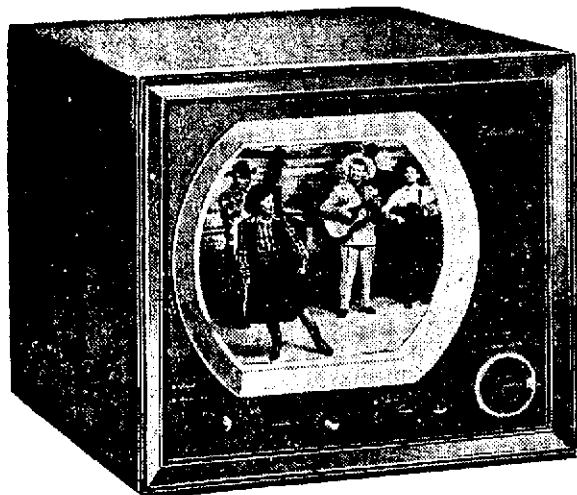


## Reg. 299.95 TV

**279<sup>95</sup>**  
Plus Installation

\$10 Down, Sears Easy Terms  
Usual Carrying Charge

A world of entertainment right in your own home! That's what you get when you buy this beautiful, modern 'Silver-tone' console. Rich mahogany veneers, full-size chassis, 26 tubes, 3 rectifiers, big 12 1/2-inch picture tube, push-button tuning. And many other big features! Sharp, steady pictures, clear, rich tone. Built-in antenna. Buy now, save!



**12 1/2-Inch Picture  
219.95 Table TV**

**199<sup>95</sup>**

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Usual Carrying Charge  
Built-in Antenna

Beautiful table model 'Silver-tone' with every feature for top performance! Clear-cut picture, free from interference and perfectly synchronized. Rich mahogany veneer cabinet. Built-in antenna. See this! Let us prove to you that 'Silver-tone' gives you the utmost in dollar-for-dollar value! Save now!

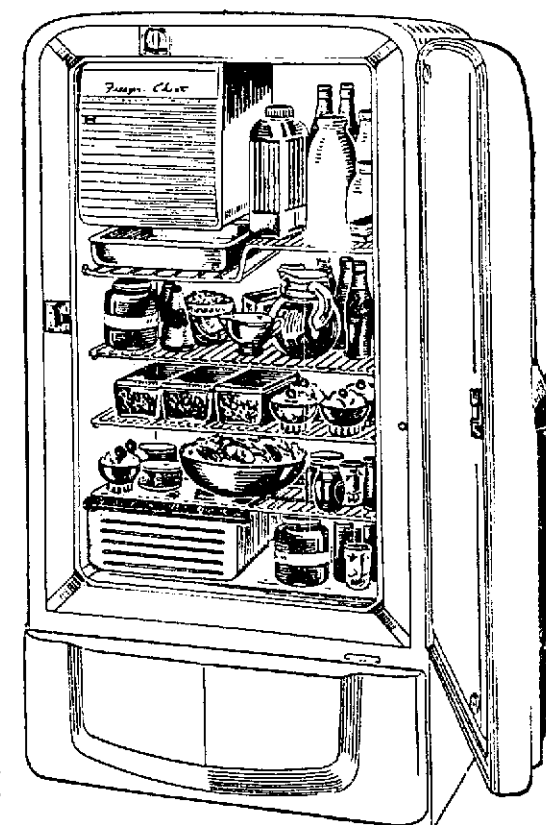
**7.4 Cu. Ft.  
Coldspot  
Was 194.95**

**189<sup>95</sup>**

\$5 Down, Sears Easy Terms  
Usual Carrying Charge

- 11.6 quart capacity vegetable crisper
- 23.2 pounds capacity freezer chest

Semi de luxe model with 13.6 square feet of shelf area, chrome plated automatic door latch. Roomy, space-saving interior arrangement, glass meat storage tray. Seamless steel cabinet, 3 inches of 'Coldex' insulation.



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